



Appendix A

Technical Labelling Questions Related to Trademarks on Products in Bill 96

- **General Trademark Labelling:**
 - Do the trademark regulations in Bill 96 apply to non-consumer packaging, such as cases, used for delivery from suppliers to buyers?
 - If translation of a trademark is required, does the regulation require that the French translation be of equal prominence to the English trademark (e.g. type height, colour, etc.)?
 - If a trademark is “pending” in English and no French version exists, would it still require translation to French?
 - If the name of a website or QR code is on a package, does the website or QR code information need to also be available in French?
 - Do the trademarks apply to PLU stickers?

- **Transition Period:**
 - What is the transition period for the fresh produce sector in complying with the new trademark regulations?
 - Does this transition period account for the perishable nature of fresh produce, given that fruits and vegetables have a limited shelf life and cannot be stored indefinitely?

- **Registered Trademarks on Consumer Products:**
 - Can you please confirm that variety names of produce (e.g. Cosmic Crisp, Pink Lady, Snowflake, etc.), that do not have a French translation, can remain in English only?
 - Do the following hypothetical **trademarked brand names** in the table below require translation to French, if no French trademark exists?
 - If some of the words in the brand name (e.g. Organic) also appear on the package and those words are translated to French (e.g. Bio), is translation of the full brand name still required?

Example	Is translation required?
"Amy's Artisan Organics"	
"Amy's Artisan Organics" and the additional words organic and biologique already appear on the package	
"Smith Farms Sweet Berries"	
"Smith Farms – Family Quality"	
"Amor Farms Organic Produce"	
"Northern Selects"	
"Fresh greens – Farm fresh spinach", and the additional words spinach and épinard already appear on the package	
"Wild Blue"	

- Do the following trademarked **slogans** require translation to French, if no French trademark exists?
- If some of the words in the slogan (e.g. Organic) already appear on the package with a French translation (e.g. Bio), is translation of the full slogan still required?

Slogan	Is translation required?
"Quality since 1925"	
"Happily grown organic"	
"Welcome to the world of tasty greens"	
"Enjoy a boost of red"	
"Our meals are memorable"	
"Super juicy with a fresh zing"	
"Smith Farms Premium Quality"	
"Go to your sweet and happy oasis"	
"Responsibly grown on sustainable farms for a healthy future"	

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- Do trademarked third-party certification program logos require translation to French, if no French trademark exists?

Third-party slogan	Is translation required?
	
	
	