

Branding and Marketing

Biographical Information

You may disclose participation in the Program or that you farmed a plot in the Program on your resume, loan applications, and other statements about your background.

Public Communication

You may not use the CLBL, West Sacramento Urban Farm or CFA names or logos in your packaging, farmers' market signage, price lists, or other product materials. Please acknowledge CLBL in public communications (e.g. websites, Facebook pages, blogs, flyers or brochures) using the following language only:

[Your farm name] is a participant in the Land-Based Learning farm business incubator, and is additionally supported by [list of specific site sponsors].

The [West Sacramento Urban Farm / Farm Incubator on Putah Creek / Davis Cannery Farm] is a program of the Center for Land-Based Learning and its California Farm Academy farm business incubator. Its mission is to grow farmers, in part by providing land, infrastructure and ongoing support and mentorship to new farm entrepreneurs.

Logo Use

In these permitted communications, you may use these CLBL logos in the exact logo forms only and not combine any other trademark, work, symbol, letter, design or mark:



Use Terms

Your license to use CLBL, West Sacramento Urban Farm or CFA logos is non-exclusive, non-transferable, non-sublicensable, revocable by CLBL at any time, and only for such purposes as CLBL may permit. CLBL may object to any proposed or actual use of the logos; you will terminate this use within 10 days after receipt of written notice of disapproval. You acknowledge that you have no interest in the logos other than the rights granted under this Agreement and that CLBL will remain the sole and exclusive owner of all right, title, interest and goodwill in the logos.

Capitalized terms used in this Exhibit and not otherwise defined have the meanings given them in the Agreement. Nothing in this document limits, qualifies, or otherwise affects CLBL's rights or a farmer's obligations under the Agreement. Should there be any ambiguity or conflict between the Agreement and this document, the Agreement will control.

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