



USE OF MARKS OWNED BY NATIONAL ALL-JERSEY INC.

National All-Jersey Inc. is the owner of the marks "All-Jersey" and "A-J" for Jersey milk and dairy products, and of United States Patent and Trademark Office Registration No. 72069272, No. 72070731 and No. 71656252.

The marks of National All-Jersey Inc. assure consumers that they are purchasing dairy foods produced only from the milk of Jersey cows and produced to the highest standards of goodness and nutrition.

Members of National All-Jersey Inc. marketing Jersey milk, cream and buttermilk products produced exclusively from Jersey milk may apply for royalty-free, non-exclusive rights to use these marks and designs on the Member's labels and packages for approved products, and in sales promotion and merchandising materials (including novelty items).

Minimum standards for use of NAJ marks and designs have been established. Specifications for use of the mark(s) are provided below.

Marks

Marks may not be used in any manner that adversely affects NAJ's trademark rights.

There are two registered marks used in association with Jersey milk products: (1) the letters "A-J" and words "All-Jersey". The letters "A" and "J" are always set in block letter form, and the letters "-ll" and "ersey" are always set in script type. The design must always incorporate the registration symbol ® as required by the U.S. Patent and Trademark Office.

The basic rules for working with these marks are:

- Marks must be reproduced in their entirety. No part of a mark may be obscured, and no element(s) may be removed.

- The artwork and typestyle(s) should never be changed.
- The relative proportion and orientation of marks must be maintained. Marks as a whole may be sized to any percentage.
- Special effects may not be added. This includes rules of any kind and drop shadows.

Marks are available in the designs reproduced here. They should appear clearly and distinctly on approved products.

A-J®

All-Jersey®

The Quality Mark of National All-Jersey Inc. is a unique identifier for Jersey products. The crowned Jersey cow-head artwork and the phrase "Queen of Quality" have been adapted for different design needs. For example, the design on the next page

THE QUALITY MARK OF
NATIONAL ALL-JERSEY INC.



is currently being used on the labels of a Member bottling a line of All-Jersey® fluid milk.



With specific approval from NAJ, the Quality Mark may be used on any product(s) made from 100% Jersey milk.

Colors

Consistent and exact use of logo color(s) is an important aspect of brand identity. The original design for the A-J and All-Jersey marks specified

red text (PMS 186) against a yellow background (PMS 109). Variations were subsequently developed and approved. Where marks are being incorporated into the design of existing labels/packages, alternative colors may be used with approval of National All-Jersey Inc.

Agreement

All materials bearing NAJ’s marks must be approved by National All-Jersey Inc. prior to the use of such items in commerce, when any change or revision is made to materials once approved, and again on each annual anniversary of this agreement. Please send your request to NAJ@USJersey.com.

National All-Jersey Inc. grants Member non-exclusive rights to use the following mark(s) on the products as described below, for one year beginning [INSERT DATE]:

Product Description	Packaging	Primary Approved Mark	Additional Approved Mark(s)
<p>EXAMPLE:</p> <p>Fluid milk, whole 4% milkfat</p>	<p>Plastic bottles in three sizes (gallon, quart, pint)</p>	<p>All-Jersey® mark, added to design of current front panel label, Pantone® Matching System colors [FILL IN]</p>	<p>Queen of Quality Mark circle and bottom text only, printed on bottle cap to fit, colors Pantone® Matching System [FILL IN]</p>
<p>Farmstead cheese: Mild and medium Cheddar</p>	<p>Clear shrink wrap, random weight packages</p>	<p>Queen of Quality Mark, entire, sticker placed on package separate of label, colors Pantone® Matching System [FILL IN]</p>	
<p>Farmstead cheese: Aged Cheddar</p>	<p>1-lb. bars, brown wax</p>	<p>Queen of Quality Mark, circle/bottom text, added to design of package label, colors Pantone® Matching System [FILL IN]</p>	

NATIONAL ALL-JERSEY INC.

6486 E. Main Street, Reynoldsburg, OH 43068-2362
 (614) 861-3636 phone (614) 861-8040 fax NAJ@usjersey.com