

## Application for use of the Something Special *from* Wisconsin™ logo

Company Name			Contact Name		
Business Address			PO Box		
City	State	Zip	County	Food License #	
Telephone	Fax	E-mail		Website	

Please check **all** boxes below that apply to your business:

1.  Association  Cooperative  Corporation  Direct Marketer  LLC  Mail-Order  Manufacturer  LTD  
 Non-Profit  Partnership  Producer  Retailer/Store  Sole Proprietor  Virtual Store  Wholesaler

2. For each use of the logo, list the product, commodity, or service by name. The logo can only be used on approved products.

Please list those products. \_\_\_\_\_

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3. Please write a description (20 words or less) to promote your products in the Something Special *from* Wisconsin™ members guide and website. \_\_\_\_\_

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4. How do you plan to use the Something Special *from* Wisconsin™ logo?

- Label on product  Logo imprint directly on product label or literature  Other  
 Newspaper Advertising  Logo on company literature  
 Point-of-Purchase material  TV Advertising

Applicant hereby certifies that the Something Special *from* Wisconsin™ logo will be applied only in the fashion described in items 3 and 4 above and that the products, commodities or services on which the logo will be used were grown, produced or processed in Wisconsin and are not an imitation.

Use of the certification mark on products, commodities or services which have received approval but undergo change in composition or labeling must be resubmitted for approval.

Applicant agrees to use the certification mark in accordance with section 93.44(2), Wis. Stats. And subchapter II, ATCP 161, Wis. Adm. Code.

Applicant further agrees not to deviate from the graphic standards provided authorized users. Only color changes may be allowed by written consent from the Wisconsin Department of Agriculture, Trade and Consumer Protection.

Applicant will indemnify and hold harmless the State of Wisconsin Department of Agriculture, Trade and Consumer Protection and its employees from and against all product liability claims, actions, damages, costs and expenses, including reasonable attorney's fees arising out of, or in connection with, applicant's use of the certification mark.

The right to use the certification mark herein, granted shall be subject to annual permit fees under section ATCP 161, Wis. Adm. Code. Approval is only granted to applicant and may not be assigned without prior written consent of the State of Wisconsin Department of Agriculture, Trade and Consumer Protection. The term of the annual permit commences upon receipt of approval and shall continue until the annual permit expires on June 30 of each year. Termination of the agreement shall not affect any rights or remedies of the State of Wisconsin Department of Agriculture, Trade and Consumer Protection for any breach of the agreement by applicant.

5. Please check the category that applies:

Gross Annual Sales

Annual Registration Fee

- |                          |  |                     |
|--------------------------|--|---------------------|
| <input type="checkbox"/> | Exempt, non profit organization          | No registration fee |
| <input type="checkbox"/> | Gross annual sales \$0 - \$10,000        | \$10                |
| <input type="checkbox"/> | Gross annual sales \$10,001 - \$50,000   | \$35                |
| <input type="checkbox"/> | Gross annual sales \$50,000 - \$100,000  | \$50                |
| <input type="checkbox"/> | Gross annual sales \$100,001 - \$250,000 | \$100               |
| <input type="checkbox"/> | Gross annual sales \$250,001 - \$500,000 | \$150               |
| <input type="checkbox"/> | Gross annual sales \$500,000             | \$200               |

NOTE: A minimum of 50% of the value added for products, commodities or services intended to be included in the Something Special from Wisconsin™ program must be attributable to Wisconsin ingredients, manufacturing, production or processing activities. Products must not be an imitation of a product for which there is a standard of identity under federal or state law. Membership approval does not represent that your products or their labels comply with other laws including food labeling, weights and measures, and food safety laws. All applicants must submit a completed application, fee payment (credit card, check, bank order) and examples of product labels or company literature, (sample or electronically), on which the logo will be used.

Apply on-line at: <http://ssfwmembers.wi.gov>.

To mail in your application and fee payment send it to:

**WISCONSIN DEPT OF AGRICULTURE, TRADE & CONSUMER PROTECTION**

**PO BOX 93178**

**MILWAUKEE, WI 53293-0178**

**Tel: 608-224-5124 Fax: 608-224-5111 Email: [datcpssfw@wi.gov](mailto:datcpssfw@wi.gov)**

For credit card payments complete this section:

DISCOVER \_\_\_\_\_ MASTER CARD \_\_\_\_\_ VISA \_\_\_\_\_ Expiration Date: \_\_\_\_\_ \ \_\_\_\_\_ Security Code: \_\_\_\_\_

Name On Card: \_\_\_\_\_ Card Number: \_\_\_\_\_

Billing address if different: \_\_\_\_\_

I certify that the above information is complete and correct to the best of my knowledge – typewritten signature will be accepted if application is filed online.

Signature	Title	Date
Print		

**REMINDER –**

1. Complete all parts of application, including signature and date.
2. Send a sampling of all product labels and literature on which the logo will be used - mail samples or e-mail electronic files.
3. Complete credit card information or include a check for the membership fee to SS/W™ Program.
4. If submitting a paper application, mail it to the attention of SS/W™ Program at above address.