



The Seal of Cotton

Trademark Licensing Program

What is the Seal of Cotton ?

Introduced in 1973, the Seal of Cotton trademark was created to provide a visual reference for consumers to identify products made of cotton.



For quality products containing 100% cotton.



natural

For quality products containing 100% cotton. Ideal for those who are passionate about natural, sustainable products.



enhanced

For quality products with at least 15% cotton for consumer, institutional, and industrial applications.

The Seal of Cotton program has grown to include a family of trademarks.



*Today **95%** of consumers are familiar with the trademark.*



(Source: Cotton Incorporated's Cotton Seal Awareness and Brand Equity Study (2012))

90% *of consumers associate
the Seal of Cotton
trademark with*

**SOFT, COMFORTABLE,
NATURAL, QUALITY,**
cotton products.



What are the Steps in Licensing?

1

Submit a quick, one-page Product Information Sheet (PIS) as well as a sample of your product. (All information is kept confidential)

2

Once the PIS and sample are received and approved, you will receive a license agreement to sign and return.

3

After Cotton Incorporated signs off, a fully executed copy of the agreement will be returned to you.

4

Cotton Incorporated will then forward the trademark artwork files to you in your preferred format.

5

The last step before producing any packaging and marketing materials that include the Seal of Cotton trademark, is sharing the art files with Cotton Incorporated to ensure the trademark is properly presented.

There are no fees or royalties involved.

We just require the use of cotton!

FAQ

Frequently Asked Questions

How does the Seal help manufacturers and retailers?

The Seal of Cotton is a powerful consumer influencer, as well as a highly effective sales builder.

How does the Seal help consumers?

It makes shopping easier by helping consumers identify products containing cotton, nature's most versatile fiber.

Are there geographical restrictions on the use of the Seal?

No. The Seal is available worldwide!

How can I take advantage of the Seal?

Incorporate the Seal in your graphic design. Use on materials to promote your products like packages, signs, etc. It is a symbol of quality.

How Do I Get Started?

Contact your Cotton Incorporated Representative at the below email address to request a licensing package.

nonwovens@cottoninc.com

Learn more at cottonworks.com.



**Cotton
Incorporated**

Cary, New York, Hong Kong, Shanghai, Osaka, Mexico City
www.cottonworks.com

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