



The “Seafood from Norway” trademark

Jan Aleksander Enoksen, Joint Marketing Manager

The “Seafood from Norway” trademark



The “Seafood from Norway”-trademark is used to add value to Norwegian seafood products. The Norwegian Seafood Council utilizes the trademark in its own marketing and on promotional materials outside of Norway. The trademark can also be used outside of Norway by parties in the Norwegian seafood industry, and foreign producers who sign a license agreement under which the NSC grants the licensee the right to use the trademark.

The trademark “Seafood from Norway” symbolizes all those traits that are associated with Norwegian seafood in the minds of most consumers globally; sustainably farmed, or wild caught fish from Norway's cold, clear waters.

By obtaining a license to utilize the "Seafood from Norway"-trademark on products and promotional material, companies outside of Norway can benefit from the global marketing investments made by the Norwegian Seafood Council (NSC) on behalf of the Norwegian seafood industry.

Licensing at a glance



Companies owning processing facilities or partners who use Norwegian seafood in their production outside of Norway, can obtain a license to use the “Seafood from Norway”-trademark on their products.

In order to use the “Seafood from Norway”-trademark on products produced outside of Norway, the producer must sign a license agreement with the Norwegian Seafood Council.

The raw materials processed and labelled must adhere to the definition of “Norwegian seafood”, and the trademark may only be applied to the product types approved in the [General Guidelines and Terms and Conditions for the use of the “Seafood from Norway”-trademark](#).

General Guidelines and Terms and Conditions for the use of the “Seafood from Norway”-trademark



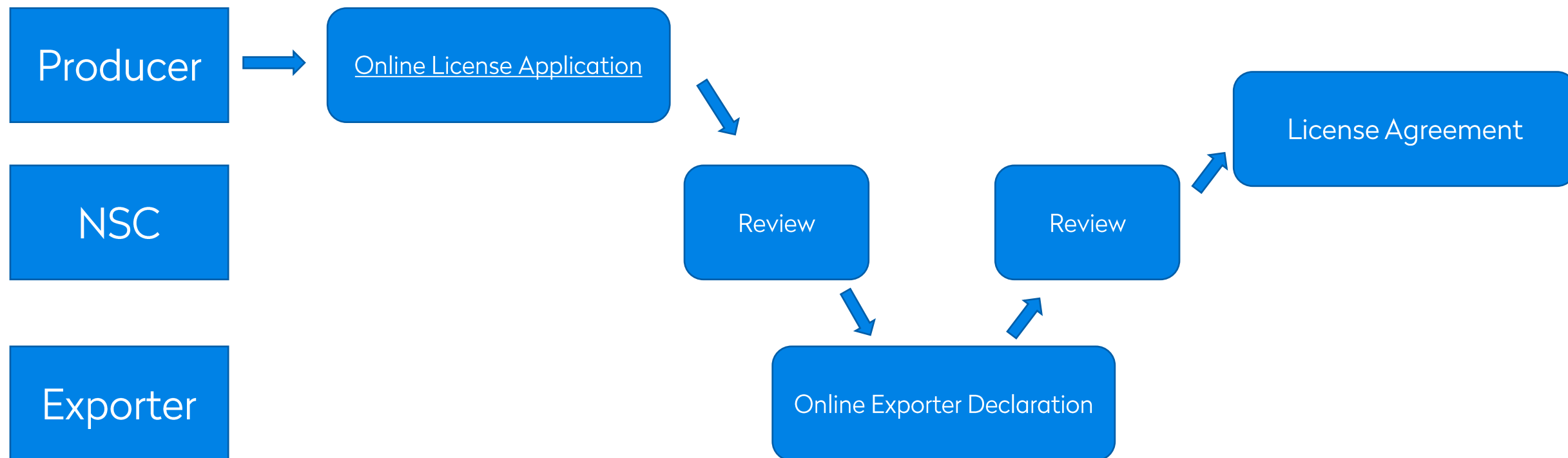
The trademark may only be applied to products of Norwegian Seafood that:

- are fit for human consumption as classified under the customs tariff chapter 3, with the exception of flour and pellets of fish fit for human consumption (position 03.05.1000 of the customs tariff) or chapter 16, position 16.04 and/or 16.05, pursuant to the Norwegian customs tariff,
- does not contain any seafood other than “Norwegian Seafood”,
- and are, marketed and/or traded, and also retailed outside the Kingdom of Norway.

On raw materials which adhere to the definition of “Norwegian seafood” according to the [General Guidelines and Terms and Conditions for the use of the “Seafood from Norway”-trademark](#) (1.1-1.5).

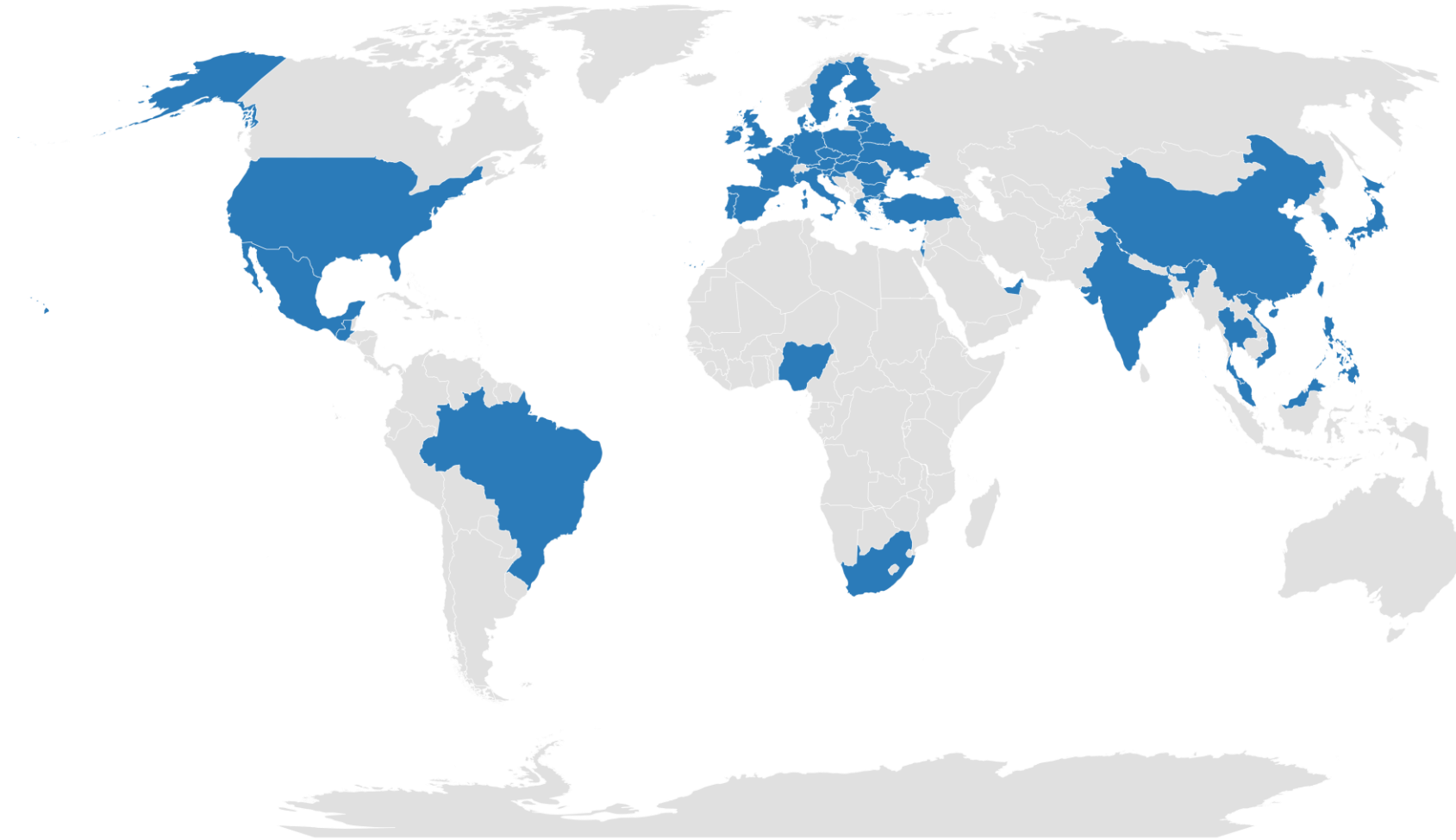
Goods processed and/or labelled in one customs area outside the Kingdom of Norway, is prohibited from using the "Seafood from Norway" trademark in any other customs area, unless otherwise is specified in the list of exceptions for that specific species.

Licencing Procedure



Countries approved for use of the "Seafood from Norway"-trademark

Countries approved for use of the "Seafood from Norway"-trademark



Powered by Bing
© GeoNames, HERE, MSFT, Microsoft, NavInfo, Thinkware Extract, Wikipedia

Additional information

- ◆ [Licensing of the “Seafood from Norway” trademark](#)
- ◆ [General Guidelines and Terms and Conditions for the use of the “Seafood from Norway”-trademark](#)
- ◆ [Learn more about the “Seafood from Norway” trademark](#)
- For any questions, contact:
 - Jan Aleksander Enoksen, Joint Marketing Manager, jae@seafood.no, +47 907 57 723