



# The “Seafood from Norway” trademark



Jan Aleksander Enoksen, Joint Marketing Manager



# How to become a user of the “Seafood from Norway” trademark



# 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](#).

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.

# 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:

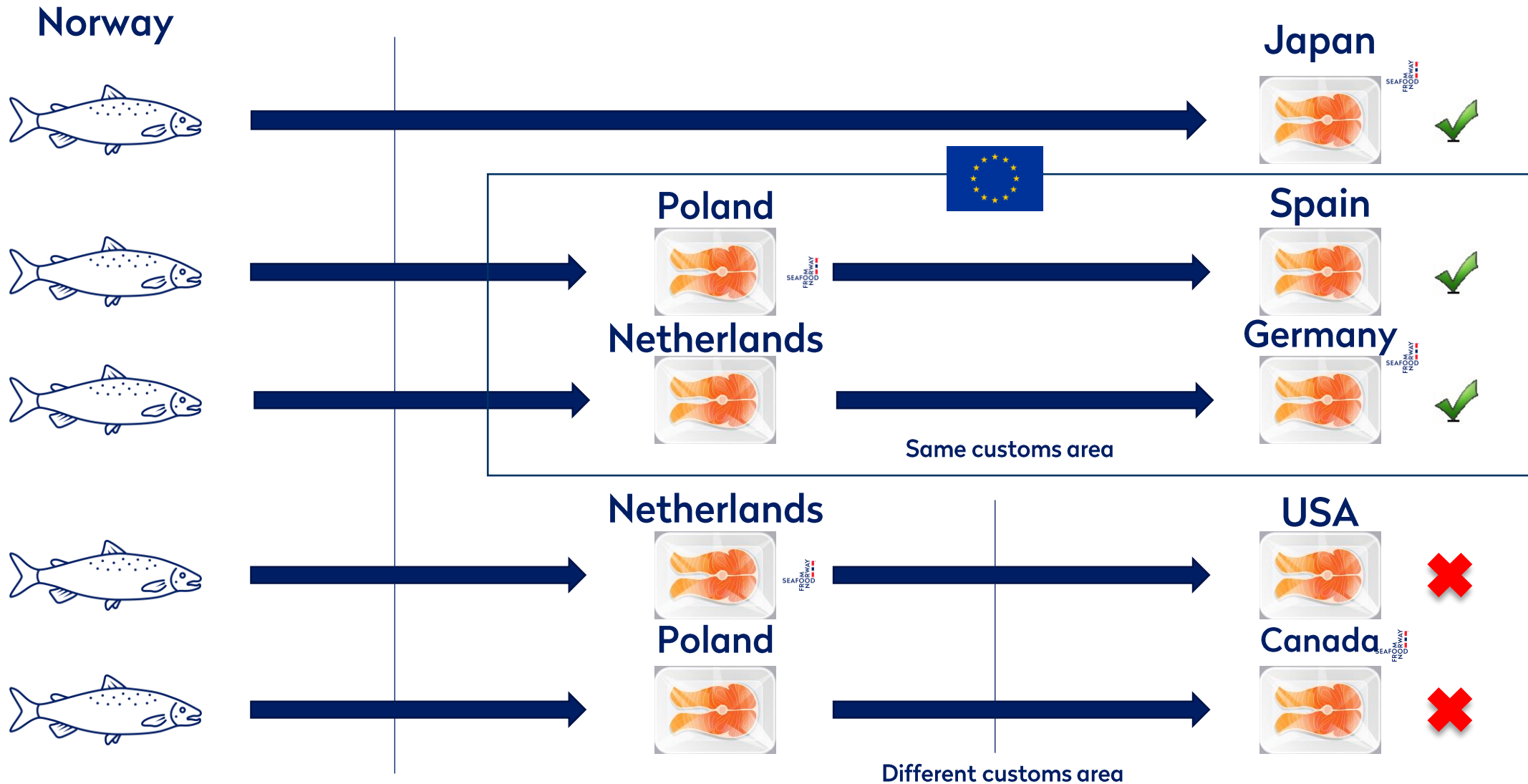
- are fit for human consumption as classified under the customs tariff chapter 3, with the exception of flour and pellets of fish fit for human consumption (position 03.05.1000 of the customs tariff) or chapter 16, position 16.04 and/or 16.05, pursuant to the Norwegian customs tariff,
- does not contain 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.

Please note that products of fish oil, i.e. omega 3 supplements, are not a part of the Norwegian Seafood Councils mandate and are prohibited from using the “Seafood from Norway” trademark.

# Restriction on re-export to other customs area



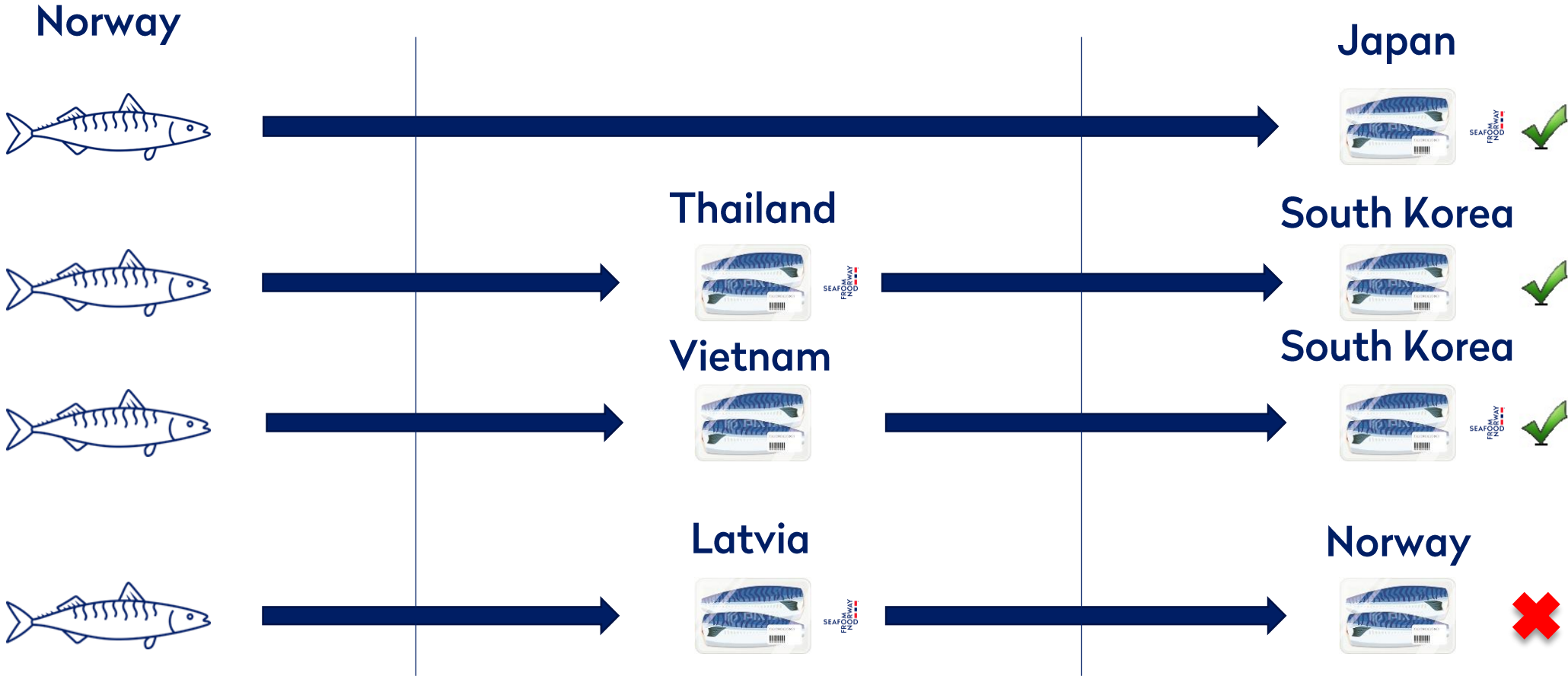


# Species Specific Exceptions

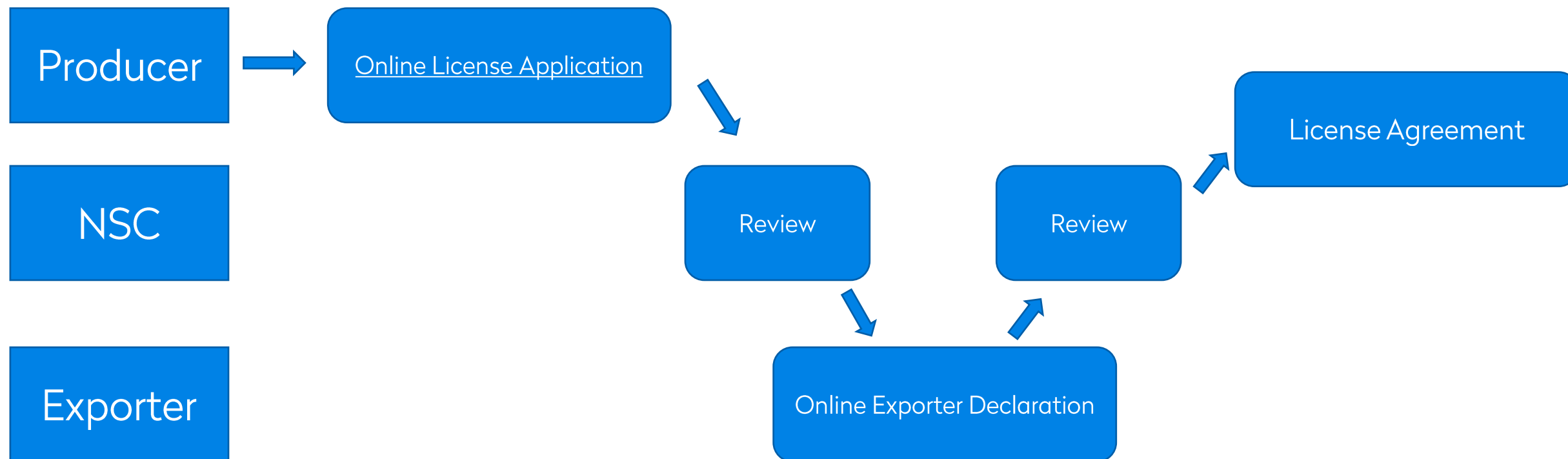
Goods processed and/or labelled in one customs area outside the Kingdom of Norway, is prohibited from using the "Seafood from Norway" trademark in any other customs area, unless otherwise is specified in the list of exceptions for that specific species.

The only species exempted from the limitation regarding re-export are the following pelagic species Atlantic mackerel (*Scomber scombrus*), Atlantic herring (*Clupea harengus*), and capelin (*Mallotus villosus*) For these species, the territory is Global, i.e. global movement is accorded to the Licensee. This means that products of these species can be processed and/or labelled outside of Norway, and the resulting products affixed with the "Seafood from Norway" trademark may then be exported to any custom area in the world with the limitation of the Kingdom of Norway.

# Global movement for pelagic species



# Licencing Procedure





# Licensing procedure – 6 easy steps

Preparation

First, familiarize yourself thoroughly with the [General Guidelines and Terms and Conditions for the use of the “Seafood from Norway”-trademark](#). Feel free to reach out in advance if you have any questions.

Application

Submit your application through NSC's digital application form.

Review

The Norwegian Seafood Council evaluates the application against the guidelines. If the application is in order, we will contact your Norwegian exporter(s) and request an exporter declaration.

Exporter  
declaration

The purpose of the declaration is to provide documentation pertaining to the flow of goods from the Norwegian exporter to the production facility outside Norway.

Review

Upon receiving the exporter declaration, we will review the declaration and application, and if everything is in order, we will issue a license to use the “Seafood from Norway” trademark.

Agreement

The license agreement will be valid for three years from the date provided in the agreement.

# Licensing procedure – Step 1

Preparation



Application



Review



Exporter  
declaration



Review



Agreement

First, familiarize yourself thoroughly with the [General Guidelines and Terms and Conditions for the use of the “Seafood from Norway”-trademark](#).

Important points to consider:

Are the seafood products you intend to label eligible to use 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.

Are the seafood products you intend to label covered by the definition of “Norwegian seafood”?

This is described in 1. a)-e) in the General guidelines.

Please feel free to contact the NSC ([marketing@seafood.no](mailto:marketing@seafood.no)) if you have any questions regarding the application procedure or use of the “Seafood from Norway” trademark.

# Licensing procedure – Step 2



The application for a license to use the “Seafood from Norway” trademark must be submitted through the online form found on the NSC’s webpage:

<https://en.seafood.no/LicenseApplication/>

In the online application, you are asked to provide the following information:

- Company name and address, and contact information (name, email, phone number) for the person submitting the application
- Which species and products you intend to label with “Seafood from Norway”
- Company name and address of your Norwegian exporter(s), and contact information (name, email, phone number) to your contact person at the exporter(s)
- In the application, you are also asked whether your company complies with any certified management systems (For example, Marine Stewardship Council (MSC) chain of custody or Aquaculture Stewardship Council (ASC) chain of custody (MSC CoC or ASC CoC), International Organization for Standardization (ISO))

On the application page, you will find a preview of the application form.

# Licensing procedure – Step 3

Preparation



Application



Review



Exporter  
declaration



Review



Agreement

The NSC begins processing the application as soon as possible upon reception. At this stage, the application is assigned a reference number, which should be used in all communication related to the application.

In the review process, we will be looking at whether you are planning to re-export the products labelled with the “Seafood from Norway” trademark, and whether the products and species you propose to label with the trademark are covered by our definition of “Norwegian seafood”.

Please note that products of fish oil, i.e., omega 3 supplements, are not a part of the Norwegian Seafood Councils mandate and are prohibited from using the “Seafood from Norway” trademark.

If the application is in order, we will contact your Norwegian exporter(s) and request an exporter declaration.

# Licensing procedure – Step 4

Preparation



Application



Review



Exporter declaration



Review



Agreement

The Exporter declaration shall be filled in and submitted by the Norwegian exporter(s) from whom you are buying Norwegian seafood.

The purpose of the declaration is to provide documentation pertaining to the flow of goods from the Norwegian exporter to the production facility outside Norway.

The Norwegian Seafood Council will contact the exporter directly, using the information submitted by you when submitting the licence application.

We advise you to contact your exporter(s) and inform them that they will receive an e-mail from us, this will make the process more effective.

The processing time of the application largely depends on how quickly we receive the exporter declaration. If we do not receive an exporter declaration from your Norwegian exporter(s), we will not be able to proceed with the issuing of the license.

# Licensing procedure – Step 5



Upon receiving the License Application and Exporter Declaration, the Norwegian Seafood Council HQ in Tromsø will process the application and make a final decision to reject or accept it, based on its merits.

Please be advised that we reserve the right to accept or reject the application in full, i.e. for all territories and species applied for, or to issue a partial license for only some of the species or territories for which you have applied. The species and territories covered by the agreement will be defined in the final license agreement, which will be issued by us once we have reviewed and accepted your license.

The applicant will then be informed of the decision, and if the application is successful, forwarded a finalized license agreement, as well as information regarding use of the trademark. Rejections will be submitted in writing, and the applicant will also be provided the opportunity to appeal the decision or adjust the application, if necessary.



# Licensing procedure – Step 6



After finalizing the license agreement, the company must present all product packaging bearing the "Seafood from Norway"-trademark to the NSC for approval ([marketing@seafood.no](mailto:marketing@seafood.no)), prior to commercial use.

The trademark shall always be used together with the licensee's own trademark(s).

When the license agreement is in force, your company's right to use the trademark will be listed on this page.

The license agreement will be valid for three years from the date provided in the agreement.



# How to use the “Seafood from Norway” trademark



## Areas of use, special requirements and terms for use “Seafood from Norway”

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 of Norway.
- 
- The trademark may be used to market/profile Norwegian seafood products by placement on, for example, packaging (both on product and outer packaging), electronic media and other marketing materials.
  - The trademark shall only be used together with own product name, company name and/or trademark/logo. The “Seafood from Norway”-trademark shall clearly appear as an additional trademark to the statutory nutrition and ingredient labelling and own trademark/logo. It is assumed therefore that the “Seafood from Norway”-trademark does not dominate the product packaging and that the company’s own trademark/logo is not designed in such a way that it may be confused with the trademark.
  - The category description shall be clearly labelled on the product/packaging (such as “Norwegian Salmon” or “Herring filet”, for example), and cannot be of a character liable to confuse or mislead the consumer by for example referring to other origins or species.





# Design guidelines for using the “Seafood from Norway” trademark on product labelling

The “Seafood from Norway” trademark should be placed on the front of the product label, clearly visible to the consumer.

In addition to red, white and blue, the trademark is available in the following monochrome colour schemes: black, blue, and grey.



# Additional information

- ♦ [The “Seafood from Norway” trademark](#)
- ♦ [Licensing of the “Seafood from Norway” trademark](#)
  
- For any questions, contact:
  - Jan Aleksander Enoksen, Joint Marketing Manager, [jae@seafood.no](mailto:jae@seafood.no), +47 907 57 723 or [marketing@seafood.no](mailto:marketing@seafood.no).