



Technical information datasheet No3

Guidelines and conditions of use of trademarks

Provided the licence agreement conditions are met and the **Bitrex**[™] logo is used correctly Macfarlan Smith will carry out technical work free of charge. The key points in the **Bitrex** Licence Agreement are:

- a. Products which are to contain **Bitrex** must be tested by Macfarlan Smith prior to approval. This allows us to confirm that **Bitrex** is compatible with the formulation and that it will remain at a stable level of bitterness for normal shelf-life of the product.
- b. A suitable minimum level of **Bitrex** to render products sufficiently bitter (normally between 10ppm and 100 ppm) must be agreed.
- c. To ensure that the bitterness level remains fully adequate, samples of products using **Bitrex** logos should be submitted on request to Macfarlan Smith for testing.
- d. All artwork for labels, containers, advertising, etc using **Bitrex** logos must be approved by Macfarlan Smith before use by or sale to the public.
- e. Any changes in formulations must be notified (with samples) to Macfarlan Smith prior to release to ensure that the agreed level of **Bitrex** will continue to be adequate.

Macfarlan Smith will be happy to supply details of **Bitrex** Trademark Licence Agreements and **Bitrex** User

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Macfarlan Smith

A Johnson Matthey Company

Macfarlan Smith

Wheatfield Road, Edinburgh EH11 2QA

Scotland, UK.

Tel: +44 (0)131 337 2434 Fax: +44 (0)131 337 9813

Email: mssl@macsmith.com web: www.bitrex.com