

Next Steps - EPEAT Branding



Greetings!,

The purpose of this e-mail is to notify you that the planned transition to "EcoSense" trademark for EPEAT is cancelled. EPEAT will remain EPEAT, and this brand will represent the organization and its registry in all markets.

This is not a decision easily reached, particularly after the major commitment of many stakeholders to the process of new brand development. Our thanks to all of you for participating, and our regrets for this outcome. The reasons for this change are as follows:

1. The EcoSense brand was identified as one with the highest likelihood of obtaining IP rights in key markets. While we have attained affirmative rights to use EcoSense in over 95% of our covered countries, insurmountable issues have arisen regarding the mark in Canada, as a result of copyright filing by Canon Canada for EcoSense related to electronics products. Canon Canada has shown no flexibility to provide any path for us to use the mark in Canada, and their right to take this position is unquestionable.
2. North American product identification and logistics overlap for US and Canadian markets for some of our subscribers. Disentangling them is difficult and if we retain EPEAT in Canada while using EcoSense in the US, the likelihood of some EcoSense branded items mistakenly crossing the border is high.
3. Ambiguity currently plagues our efforts to fully resolve questions around web-based use of EcoSense for products that may appear in both the USA and Canada - with the possibility of US-based online use being pursued as infringement.

These elements combine to create a level of risk and uncertainty around the EcoSense switch that is not acceptable. Implementation of the new product registries must move forward with clear brand and messaging elements. And events of the last four months have strengthened the public presence of the EPEAT brand - while still a long way from a household name, it is gaining visibility and credibility.

We are making this course correction now to give all our stakeholders -- but particularly manufacturers and retail partners -- lead time and clarity for messaging, labeling, identification, and promotion.

We have removed the EcoSense marks packages from the EPEAT participant My Account dashboards, and ask that you reach out to your marketing and design teams to alert them to this change and ask them to dispense with the EcoSense logos they have in their files.

Staying with EPEAT does not mean we are stepping back on adaptation for consumer facing presentation. We are committed to a professionally led program to enhance the consumer friendliness of our brand, and to developing messaging and presentation that will enhance the success of all our partners.

Thank you for your support. Please contact me if you have questions or guidance.

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