

Co-Branding Policy

Version 2

February 2019

It is common for off-grid lighting manufacturers to offer the same product branded by different companies. Recognizing this fact, Lighting Global does not require completely independent testing of the same product for each company, but instead offers the following options for companies to list a co-branded product on the Lighting Global website. For convenience, in this memo we will refer to the company/ brand that originally submitted a product for testing as “Company A” and the company/ brand who will co-brand the product as “Company B.” It is, of course, possible to have more than two companies branding one product.

There are **TWO OPTIONS** for two or more companies to brand the same product. In both cases, each brand receives its own listing on the Lighting Global website, including a Verification Letter and Standardized Specification Sheet. Under Option 1, Company B’s listing references Company A’s test results. Under Option 2, Company B has its product fully tested using the Quality Test Method (QTM) and does not reference Company A’s test results. Each option is described in more detail below.

OPTION 1: Company B references test results from Company A

The Lighting Global Quality Assurance Program requires:

- Payment of a fee to Lighting Global for each additional product or product family that will be co-branded¹.
- The signing of a three party co-branding agreement between CLASP, Company A, and Company B. Example of items included in this agreement are:
 - Confirmation from both parties that the only difference between the products is the brand name (i.e. the products sold under different brand names are technically identical except for the branding).
 - Acknowledgement that if the product meets the Quality Standards, it may be subject to [Market Check Testing](#) at any time. Market Check Testing may be conducted on any brand of the product and any product in a product family. Furthermore, if any brand of the product fails the Market Check Test, all

¹ “Product Families” can be defined as a set of interchangeable components sold on a component-level basis or as “mix-and-match” kits. Details of the Lighting Global framework for component-level testing and associated programmatic support for “product families” are described in the [Framework for Testing Product Component Families](#).

Note: Only products that were fully tested as kits will be listed individually on the Lighting Global website.

brands may subsequently lose quality verification and Lighting Global Program support.

- Acknowledgement that in the event that Company A requests that the applicable Product(s) be re-tested and that any such test is allowed by the QA program: (i) Company A must pay the program fee for such Product that is re-tested and remain responsible for any fees or expenses payable to the Testing Laboratory relating to such re-testing; (ii) Company A must inform Company B that the applicable Product(s) will be retested; (iii) Both parties will need to resubmit an official document to confirm that the products remain technically identical; and (iv) Company B will resubmit their consumer facing documentation and photos of the product for review.
- Acknowledgement that the co-branding agreement expires when the results of Company A's product expires unless a party to this Agreement provides written notice of termination to the other parties at least thirty (30) days prior to the expiration of the initial term of this agreement. If there is no written notice of termination and Company A's product's test results get renewed, then Company A and B may opt to renew this co-branding agreement for an additional two years. Lighting Global will charge a fee for renewing the co-branding at the time of renewal.
- Acknowledgement that upon termination of this co-branding agreement, only products that have undergone complete independent testing will retain program support. After termination, Company B is expected to remove all references to the Program's trademarks, and Lighting Global will remove Company B's brand from all public-facing materials.
- Acknowledgement that the Specification Sheet and Verification Letter of the co-branded product(s) will refer to the test results of Company A's product.
- Information regarding the party/ brand including:
 - A copy of their business license
 - Contact person name
 - Contact person position (job title)
 - Physical address of company headquarters
 - Phone
 - Fax
 - Email
 - Company website and website where the product is listed (if different)
 - Product name
 - Product model number
 - Product warranty duration and terms
 - High-resolution and multiple angle photos of the product from each company
 - A digital copy of Company B's packaging and user manual, which must meet the Lighting Global requirements for truth in advertising and performance reporting

- The company name(s) each company wants included in the product(s) listings on the website
- Optional: Permission from Company A for Company B to access a copy of the original report to provide to PVoC and other customs/program officials in certain markets.

OPTION 2: Company B does not reference test results from Company A

If Company A does not agree to the requirements from Option 1, the Lighting Global Quality Assurance Program requires the following items:

- Company B must obtain and submit evidence that it received permission from Company A to re-brand the product. *[All products submitted for testing through Lighting Global are subject to the [Intellectual Property Policy](#).]*
- Company B must have its product fully tested with the QTM method to obtain a separate listing, and therefore must sign a standard CLASP Testing Agreement.
- The product branded by Company B will be subject to [Market Check Testing](#), but the Market Check Test results of Company A's product will not impact the status of Company B's product and vice versa.