Kernza® Perennial Grain

Printed Copy General Guidelines

With regard to the use of the trademark in print, we require the proper designation, "Kernza® perennial grain," at the most prominent use (usually a headline) and again on the first occurrence in copy. Thereafter, using "Kernza" is appropriate. The Land Institute requests use of the trade name as a modifier rather than a noun (Kernza® perennial grain) as much as possible or reasonable.

Also, please note, Kernza® is not a type of wheat, but a registered trade name owned by The Land Institute for grain from intermediate wheatgrass, a perennial relative of annual wheat. Kernza® perennial grain is the trade name we license to retailers of approved intermediate wheatgrass.

Product Labeling

If "Kernza® perennial grain" cannot be used, it is acceptable to use simply, "Kernza®" for product labeling (i.e. - Kernza® Ale or Kernza® Crackers).

Kernza product labeling should include "Kernza® is a registered trademark of The Land Institute,..." and "For more information, visit <u>landinstitute.org</u>" If this is not feasible due to available space and design, special permission may be granted to forego this requirement.

Photo Captioning

If "Kernza® perennial grain" cannot be accommodated in a photo caption, it is acceptable to use simply, "Kernza®." The trademark symbol is required for use in photo captions.

For questions or other inquiries, please contact The Land Institute at info@landinstitute.org or 785-823-5376.