

Use of the WIC Acronym and Logo

- I. WIC authorized vendors are not permitted to use the WIC acronym and logo, or close facsimiles, in the name of the vendor.
- II. WIC authorized vendors are only allowed to use the WIC acronym and logo or close facsimiles on signage ~~in the size~~ as provided by the State Agency. The WIC authorized vendor cannot produce their own signage.
- III. The WIC authorized vendor cannot use or apply any stickers, tags, or labels that have the WIC acronym or logo on WIC-approved products. The WIC acronym and logo may only be used on channel strips or shelf-talkers provided or approved by the State Agency.
- IV. The State Agency has established violation points and sanctions for service mark violations pursuant to 7 CFR 246.12(l)(2). See the F.23, State Agency Violation Points and Sanctions section.
- V. WIC Vendor compliance with WIC Acronym and logo use policies will be evaluated at the initial on-site authorization visit, during any other on-site visit conducted for any reason (including educational or compliance purchase visits), or by any other objective means.
- VI. All new food manufacturer contracts, including rebate contracts, entered into by the State Agency will include the following provisions:
 - a. Manufacturer acknowledges that the WIC Acronym and Logo are service marks owned by the USDA, and that all rights therein and goodwill pertaining thereto belong exclusively to USDA.
 - b. Manufacturer shall not use these service marks in any manner on its goods or their containers or packaging or on tags or labels affixed thereto. Manufacturers also shall not use the WIC Logo in advertising or other promotional materials.
 - c. Manufacturer shall not use the WIC Acronym in advertising in any manner that is likely to cause confusion, mistake, or deception as to the affiliation, connection, or association of Manufacturer with the WIC Program, or as to the sponsorship or approval of Manufacturer's goods, services, advertising, or commercial activities, including nutritional messages, by the WIC Program, USDA, or the State Agency.
 - d. Manufacturer shall include the following statement with any use of the WIC Acronym in advertising: "WIC is a registered service mark of the U.S. Department of Agriculture for USDA's Special Supplemental Nutrition Program for Woman, Infants and Children."