



Mom's Choice Image Use Policy

Mom's Choice has established the following set of specifications for proper use of the Mom's Choice Awards[®] and Mom's Choice Reviews[™] logos and seals - hereinafter referred to as "images".

For a reasonable licensing fee, Mom's Choice images are made available to Recipients and Finalists of the Mom's Choice Awards[®] (MCA) and those receiving commendations from Mom's Choice Reviews[™] (MCR) – hereinafter referred to as "licensee".

These specifications apply only to those products, services and websites that have been approved by Mom's Choice.

Licensee may use images on product packaging, marketing collateral, websites, documentation, and advertising for as long as the approved product, service or website remains unchanged. Licensee's company name, logo, or product name must appear on any materials where Mom's Choice images are used.

Licensee may not a) use the images in any advertising or promotion which represents Mom's Choice in a negative light, or may mislead the public as to the intended purpose of the seal, or falsely represents a non-approved product, service or website; b) use the images in any manner that expresses or might imply Mom's Choice affiliation, sponsorship, endorsement, or approval other than as intended by the MCA or MCR programs; c) use the images in a manner that might suggest co-branding or otherwise create potential confusion as to the source of the product or ownership of the images; d) except for resizing, alter the images in any manner, including proportions, colors, elements, etc., or animated, morphed, or otherwise distorted in perspective or dimensional appearance; e) assign, share, sell or distribute images; and/or f) recreate, print or manufacture award stickers or embossed seals.

Mom's Choice reserves the right to change image designs at anytime without notice; and change specifications of this Image Use Policy at anytime without notice.