

About the International Women's Coffee Alliance

The International Women's Coffee Alliance (IWCA) achieves empowerment through leadership development, strategic partnership, and amplified market visibility. The IWCA name and logo are tools to amplify market visibility. Each communicates attributes of an individual or organization's identity, such as membership in an IWCA Chapter.

The IWCA is not a certification body. The IWCA logo does not represent a certification.

IWCA Trademark Licensing Program Frequently Asked Questions (FAQs)

1. Who can become a Trademark Licensee?

Any organization or person who meets the requirements, including financial, of the IWCA Trademark Licensing Agreement may become a Licensee. Uses include the IWCA name and/or logo on roasted and green coffee packaging, merchandise, websites, and other market-facing approaches. IWCA Global maintains all rights to approve use of its trademarks in any application.

2. How does the Trademark License Program work?

Licensees must execute an agreement with IWCA Global (the "Trademark Licensing Agreement"), and pay an upfront administrative fee of \$500 plus additional product-specific licensing fees.

3. Is a Trademark License required to support IWCA Global or IWCA Chapters?

No. A license is only required when an organization or individual seeks to use any IWCA name and/or logo in market-facing approaches such as described in FAQ 1. Information about other programs to support the IWCA can be found here: www.womenincoffee.org/takeaction.

4. Why is the Trademark License necessary?

The IWCA Global Organization, a US 501c3 nonprofit, owns all trademark rights to the IWCA name and logo, and must exercise care under existing law and legal requirements when authorizing its use. Licensing fees help to offset the associated costs incurred by the IWCA Global Organization.

5. Why does the Trademark Licensing Agreement include a requirement that licensees submit their proposed trademark uses for review?

IWCA Global requires prior review to ensure that the Use Guidelines are met, the relationship between the Licensee and IWCA Global or IWCA Chapter(s) is accurately communicated, and that any use meets with IWCA quality standards.

6. Who can authorize and approve the IWCA Trademark License?

Only the IWCA Executive Director or IWCA Global Board of Directors can authorize the IWCA Trademark Licensing agreement.

7. How do I know if I'm violating the IWCA Trademark Licensing requirements?

Examples of violations of the Trademark License requirements:

- using the IWCA Marks (i.e. name or logo) in association with any goods or services without a mutually signed Trademark Licensing Agreement
- making public claims that state or imply a legal partnership with or investment in the IWCA Global Organization

Questions? Please contact Kellem Emanuele, IWCA Executive Director:
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