



THIRD PARTY CERTIFICATION IMPLEMENTATION

ENERGY STAR[®] PRODUCTS

SUBJECT: Appropriate Marketing of ENERGY STAR Services by EPA-Recognized Bodies

DIRECTIVE NO. 2011-01

Date: 3/21/2011

The following policies apply regarding the use of ENERGY STAR trademarks and the term, "ENERGY STAR," by EPA-Recognized Bodies, including Accreditation Bodies, Laboratories, and Certification Bodies:

- **Use of ENERGY STAR logos for any purpose by any EPA-recognized body is strictly prohibited.** The United States Government owns these marks, and has authorized their use by ENERGY STAR partners only. Unauthorized use of these marks may be subject to federal enforcement.
- The term "ENERGY STAR" must always be capitalized in its entirety and be followed immediately (i.e., without a space) by the superscripted registered mark ([®]) the first time the term appears in a given document.
- Third-Party Certification is a set of procedures for the ENERGY STAR program. These procedures should not be referred to as "a new program," "a new ENERGY STAR," or similar.
- No organization may offer or market ENERGY STAR certification or testing services for which EPA has not yet recognized the organization.

All EPA-recognized bodies must submit to EPA for its review any materials they plan to publish or distribute that include statements concerning the ENERGY STAR program which EPA has not previously reviewed and approved. Recognized bodies may send all such materials to Certification@energystar.gov.