

Outline of G Mark Usage Rules (Good Design Award 2019)

This Outline describes the method of G Mark usage that is based on the "G Mark Usage Rules", "G Mark Usage Guidelines" and "G Mark License Fee Schedule" prescribed by the Japan Institute of Design Promotion, and the matters required of the Good Design winners when they use the "G Mark". It consists of the following subject matters:

1) Definition of G Mark

"G Mark" is an intellectual property rights managed by the Japan Institute of Design Promotion (hereinafter referred to as JDP). The G Mark was designed by Mr. Yusaku Kamekura in 1956, and starting 1957, in which the Good Design Award system was launched, it has been used as the proof to recognize the Awarded Designs of the Good Design Award.

2) G Mark License

Regarding the usage of G Mark, please comply with the "G Mark Usage Rules", "G Mark Usage Guidelines" and "G Mark License Fee Schedule" prescribed by the Organizer, of which the outlines are as follows.

2-1 Award winners may login to the Good Design Award Entry Site and apply for the G Mark License on the application page. Each award-winning entry requires an individual application. Confirming the application, the Organizer will send an invoice to the Award winner. After the payment is confirmed, the Organizer will issue a "G Mark License Agreement" and send it to the winner.

2-2 If there are multiple winners of a Good Design Award, any of the winners may apply. Once approved by the Organizer, other winners may also use the G Mark. In addition, advertising agencies may also apply to use the "G Mark" as representatives of the winners, if instructed by them. If such is the case, "G Mark License Application Proxy", a documentation proving the status as a representative of the winner should be submitted.

2-3 The usage of the G Mark obeying 2-2 of the "G Mark Usage Rules" in countries or regions other than Japan shall accordingly comply with the local Laws and Regulations. On this condition, upon application, please specify the countries or regions where you want to use

the G Mark and consult with the Organizer. Available types of the combinations of the “G Mark” and the logo on the “G Mark Usage Guidelines” may vary depending on the countries or regions. In principle, the use of the “Symbol” alone is not allowed.

2-4 The applicant may use the G Mark for a period of one year starting on the date specified on the “G Mark License Agreement”. After the deadline, the applicant may reapply for the continued use of the G Mark.

2-5 The details of the available types of G Mark are specified on the page. As for the usage of the logo marks, the available types are limited as indicated by the “G Mark Usage Guidelines”

3) G Mark License fee

The G Mark License fee for 1 year is set below:

Retail Price	Total Project Cost (If retail price is not available)	Usage Fee (including tax)
Less than 500,000 yen	Less than 500 million yen	220,000 yen
500,000 yen to less than 5 million yen	500 million yen to less than 5 billion yen	550,000 yen
5 million yen or more	5 billion yen or more	1,100,000 yen

(Applicable from October 1, 2019)

3-1 In principle, the license fee in the table above will be applied according to the retail price (current market price in the case of open pricing) as stated in the screening information. If there is a range in the retail price, the average value will be determined. When the award winning entry is a non-commodity, the license fee will be calculated in accordance with the total project cost.

3-2 For award winning entries from countries or regions other than Japan, the G Mark license fee will be calculated based on the rules above.

4) Reduction of the license fee

The Organizer offers various reductions in G Mark license fees to winners in accordance with 5-2 of the “G Mark Usage Rules”, as follows.

4-1 If the winner is a government organization, such as the national or a local government, or an educational corporation, medical corporation, religious corporation, or incorporated foundation/association authorized or accredited by the national or a local government, or a public institution or association, such as a non-profit organization, the G Mark license fee shall be waived. However, a corporation (third-sector company) jointly established by a government organization and the private sector is excluded. For overseas Award Winners established in the same forms as mentioned above, the Organizer will make a judgment according to the regulation.

4-2 If the winner is an individual or a small and medium-sized enterprise, the G Mark license fee shall be reduced by 50%. The definition of a small and medium-sized enterprise shall be subject to the definition set forth in the Japanese Law "Small and Medium-sized Enterprise Basic Act". Nonetheless, discount offers are not available to a "small and medium-sized enterprise under the effective control of a large enterprise", such as a subsidiary of a large corporation. For overseas Award Winners running small and medium-sized enterprise, the Organizer will make a judgment according to the regulation.

4-3 For an application for the initial four years made with a one-time payment within the year in which the entry is awarded, the usage fee shall be reduced by 25%. The G Mark usage fee for an award winning object from the fifth year onward after its award year shall be reduced by 50%. For an award winning object from the tenth year onward after its award year, the G Mark usage fee shall be waived.

5) Exemption for the purpose of supporting disaster recovery

To support reconstruction from the Great East Japan Earthquake in 2011, the usage fee of the G Mark shall be waived for winners until 2015 whose headquarters (or principal location in the case of an individual) are based in any of the six prefectures in the Tohoku area as well as Ibaraki Prefecture for the period of one year if the application is submitted by March 31, 2020.

6) Free G Mark License during the award-winning PR period

All winners may use the G Mark, free of charge, for the first month from the announcement of the winners in the given year. The award-winning PR period in 2019 will start on October 2

and end on November 4. The Organizer may, from time to time, set up free usage periods in addition to the period above.

7) G Mark license in relation to improvements or upgrades to the award winning objects

In the event of any changes in the specifications of the award winning object, including performance improvements, if G Mark license is requested, a specified "G Mark Specification Amendment" must be submitted to the Organizer. The Organizer will inform the winner of approval or disapproval of the G Mark License after considering the contents of the change.

8) Report on the status of use

The Organizer may request the winner using the G Mark to report on the status of its use.

April 1st, 2019