



CAB Corner on Quality
(graphic file logo for heading
available on request)

December 2004

To protect and serve

By Amanda Barstow, Brand Assurance Director

The efforts of the Brand Assurance team at Certified Angus Beef LLC (CAB) have come a long way since the division was called “Trademark Compliance.” We’re evolving from a time when merely the thought of getting a call from CAB’s beef cops caused our licensees and customers to shudder. Today, they understand that protection of the brand is a valid need for everyone connected with the company.

Protecting the brand has always been the core to its success. Without proper, authorized use of the brand name and marks, we’d be left with nothing to promote that is different from all of the other beef products out there. We have gone so far as to use the courts to prove our right to mandate “cease and desist” orders to unauthorized users. The task of protecting the brand won’t change with time, but how we do that should and will.

In 2005, we will bring a fresh approach into the mix. We’ll focus on proactive auditing, getting our licensees more involved, and use market communications so that consumers gain a better understanding of brands and the quality differences among them. All of those things combined will lead to a better-educated customer and consumer base. To win the war of understanding, we must first win the battle of proactive brand protection.

Using Internet Website monitoring, we make educational calls to would-be licensees who use words “confusingly similar” to our brand name. We look forward to gaining new allies to ensure the CAB brand remains a valuable asset to the American Angus Association as well as the thousands of licensees that have invested in it.

This is where the “serve” part comes in. Brand Assurance maintains records on all accounts using our products – not just the licensed ones. We plan to use this information to help the rest of the company identify potential new licensees, with great opportunities to grow tonnage and brand recognition. In turn, that will help our licensed distribution and packing companies gain more dedicated customers, repeat business and higher sales.

That will add dollars to the value of your Angus cattle, so you may want to help. Here are some ideas. First, use the brand name and trademarks if you are serving CAB products at your sale or other events. Just contact our office to obtain a temporary license for use of the marks and to ensure you receive CAB product through licensed sources.

In general, producers can:

- Use the trademarks to promote CAB[®] products offered at their events. (Steps outlined on the Web)
- Promote their relationships with licensed feedyards. (CAB “Partner” logo, with case-by-case CAB approval)
- Promote CAB[®] awards received, keeping the reference specific to the award and time frame received.
- Use trade name to describe facts/statistics regarding a particular sire or dam’s ability to produce CAB[®] carcasses.
- Use the trade name to identify their participation in CAB[®] services or goals for their production strategies.

The ideas above help build the brand and add value to it and thereby, your cattle. However, please don’t get carried away. Keep in mind that producers cannot:

- Make claims that animals will or are guaranteed to produce CAB[®] brand products. Just use the statistics as noted above. Along these lines, please don’t use “CAB” in an animal’s name (that would suggest to some producers that this animal will produce CAB[®] carcasses).
- Make reference to the CAB Program, services or products if they market their own beef to retailers, restaurants, or directly to consumers.
- Infer that CAB is affiliated with the producer through a partnership, endorsement or licensing arrangement.
- Use the CAB[®] trade name or marks to divert Web searches to their site for non-CAB[®] promotions or information.

Finally, as you are dinning out or going to the grocery store and you see our brand name, or something similar to it, give us a call. We’ll be glad to let you know if the account is truly carrying the CAB brand, and which items they carry. Your support and participation will help us protect the brand and serve our licensees so that we can keep adding value to your high-quality Angus cattle.

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