



## Terms of Reference for Registration of Collective Trademark of *Nepal Herbs* in Exporting Countries

### **Background:**

**Nepal Herbs and Herbal Products Association (NEHHPA)** is an umbrella organization of the herbal producers, manufacturers and traders in Nepal. It is established on 2002 to build up sustainable business system of herbs and herbal sector in Nepal. The main goal of NEHHPA is to improve the livelihood and provide farmers with market access to create income opportunities for poor rural households, and to provide necessary support to the rural community for producing and marketing quality products. NEHHPA has been focusing on many programs, events and activities that are supportive to have extended marketing capabilities of its members as well as the entrepreneurs in this sector.

With the aim of Nepalese MAPs export promotion in foreign country, NEHHPA initiated to establish the collective trademark “*Nepal Herbs*” as a brand for the Nepalese MAPs products. This collective trademark is created in 2015. The objective of the collective trademark is to authenticate Nepal's MAPs products, enhance product recognition and allows a Nepalese MAPs business to build public goodwill and brand reputation in the goods it sells. NEHHPA have finalized the collective trademark; logo “Nepal Herbs” and also successfully filled the application for registration in Nepal.

As we know, MAPs sector is emerging as good economic source to the resource poor and marginalized communities, by registering the collective trademark in different countries we can establish the market for our MAPs. The collective trademark not only increases the market in developed countries but also assures the faith for the quality and origin of the product. Realizing these facts, NEHHPA aims to register the collective trademark Nepal Herbs in different countries like **European Union, USA, Japan, India, China, Bangladesh, Pakistan.**

### **Objectives**

The main objective of this authenticate the Nepalese MAPs in international market through registering the collective trademark in countries like **European Union, USA, Japan, India, China, Bangladesh, Pakistan.**

### **Process**

Authorized Legal Consultancy Firm of Nepal will be selected for the task. The consultancy firm will be selected based upon the evaluation. We are registering in Class 1, 3, 5, 17, 30, 31, 41, 44 of WIPO NICE class. He/she should submit the financial proposal which should include,

- Detail breakdown of Registration fee in each countries in each class.
- Legal consultant fee of each countries
- Legal Consultant fee of Nepalese facilitator
- Time required to register in each mentioned countries.
- Any other direct or indirect cost associated with registration should also be mentioned in financial proposal.

### **Deliverables**

- Authorized document from respective sector of all the countries to be registered.



- Registered document.
- Summary Report incorporating all the process.
- Time Sheet for contract days

### **Key Requirements for Consultancy Firms**

The consultancy firm should have knowledge on trademark registration process in different countries other than Nepal.

- Legally registered Firms
- The firm should have experience in registering of any of the trademark in foreign countries.
- Experience on MAPs sector would add an advantage.

Along with application, Financial Proposal meeting ToR requirements needed are to be submitted no late than 31<sup>st</sup> July 2018 to:

Project Coordinator,  
[nehhpapc@gmail.com](mailto:nehhpapc@gmail.com)

Or,

You can drop hard copies in

Nepal Herbs and Herbal Products Association  
FNCCI Marg, Teku, Kathmandu, Nepal  
Contact No. 977 1 4100207

Other mandatory documents needed along with financial proposal are;

1. Profile of Legal Firm
2. Company/Firm Registration
3. VAT Registration
4. Tax Clearance