

Nyjer[®] Seed

A Big Name for a Small Black Seed



Nyjer[®] is a registered trademark of the Wild Bird Feeding Institute that can only be used by member and non-member firms that follow the guidelines outlined here. Wild Bird Feeding Institute is doing business as Wild Bird Feeding Industry (“WBF”). There is no fee to WBF members or non-members for the use of the trademarked word. The U.S. Patent and Trademark Office registration number in the United States is 2,304,872. Registration has been applied for in Canada and is pending as of 1/1/2008.

Users of the trademark do not acquire any rights of ownership by such use and acknowledge that all rights and ownership remain with the Wild Bird Feeding Institute.

Trademark use violations

Incorrect use of the trademark will not be tolerated. When WBF Headquarters learns of an incorrect use of the trademark, a letter will be sent to the offending party requesting discontinuation of the incorrect use at the earliest possible time, e.g. the next time packaging is reprinted. WBF will request written confirmation from the offending party of the date when the incorrect usage will be corrected. All matters relating to the protection of all WBF logos will fall under the jurisdiction of the WBF Intellectual Property Committee.



Why use the term Nyjer[®]?

The purpose of using the registered trademarked word Nyjer[®] is to eliminate product confusion and the offensive mispronunciation of niger as well as to promote a positive image for the use of “Guizotia abyssinica” as a wild bird feed.

What is the correct use of the trademark?

The use of the word Nyjer[®] is intended specifically for printed applications: packages, cartons, space advertising, collateral material, literature, websites and the like. The trademark must be identified on the package or printed item as being owned by the WBF and be followed by ®. An example of the correct identification language is:



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This identification language may be on the back (if packaging or print) or at the bottom of a page (if print or website). There are no font or typeface requirements associated with the use of this trademark.

A picture of the yellow flowering crop of “Guizotia abyssinica” can be used in conjunction with the trademark. It is imperative that the pink to purple flowering thistle plant is never pictured or used in conjunction with Nyjer®.

This trademark is not to be used in any application that could be construed as a product or service endorsement, recommendation or mark of quality. If the product using the trademark meets the WBFQ Quality Standards, there is a unique identifying logo for that program that is separate and distinct from these trademark guidelines (visit www.wbfi.org for more information on the WBFQ Quality Standards Program).

U.S. Labeling Information

Packages that use the trademark Nyjer® must contain “Guizotia abyssinica” either the straight seed or in a mix, or contain a feeder designed to hold and dispense the feed.

When using this trademark on a package or carton of feed, it is a requirement of the US labeling law that both the scientific and common international classification must be stated in the Ingredients section. The scientific name “Guizotia abyssinica” must be stated in quotations or underlined. The common name is niger. An example of the correct wording for compliance with US package labeling law is:

“Guizotia abyssinica”/niger
The scientific/common international classification

This information does not include all labeling requirements, for example Guaranteed Analysis, Feeding Directions, Product Origin and Weight may be required on the label.

For more information or assistance

If there are problems or unanswered questions, please contact WBFQ headquarters by e-mail at info@wbfi.org, phone (888) 839-1237, or fax (605) 275-6697. WBFQ will review a layout of proposed usage of the trademark prior to printing for the purpose of verification of the correct use. However, prior approval or permission is not a requirement of these guidelines and does not infer label conformance to all labeling requirements and WBFQ accepts no liability for label conformity with state or federal labeling requirements and does not provide this service as a part of the review process.

Thank you for your continued support of the Wild Bird Feeding Institute, now doing business as the Wild Bird Feeding Industry.



Wild Bird Feeding Industry

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