

**LETTER OF INTENT  
BETWEEN THE  
CORNELL FOOD AND BRAND LAB: SMALL PLATE MOVEMENT™  
AND**

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Whereas, the Cornell Food and Brand Lab has developed the Small Plate Movement™ to encourage all Americans to consume fewer calories by simply switching to a smaller plate.

Whereas, \_\_\_\_\_, intends to engage in one or more of the following:

- Promote Small Plate Movement™ and utilization of 10-10\_ inch diameter plates in blogs, magazines, on website or other means of promotion and/or
- Develop a new packaging initiative that assists consumers in following Small Plate Movement™ recommendations and monitoring portion sizes, and/or
- Display posters available for download on smallplatemovement.org or displaying other materials from said website in a salient location and/or

; and

Whereas, Small Plate Movement™ and \_\_\_\_\_ have common goals of encouraging all people to use food to be who they want to be.

Therefore, Small Plate Movement™ and \_\_\_\_\_ agree to the following:

1. Cornell Food and Brand Lab and Small Plate Movement™ will, if requested:

- a) Make available directly to \_\_\_\_\_ Smallplatemovement.org graphics, educational materials and other publicly available information developed by Cornell Food and Brand Lab; and

2. \_\_\_\_\_ agrees:

- a) To make every reasonable effort to ensure the completeness and accuracy of the information that it incorporates into the \_\_\_\_\_ Small Plate Movement™ advertising, marketing program, product development, or initiative; and
- b) To cite Cornell Food and Brand Lab as the source of Small Plate Movement™ whenever \_\_\_\_\_ uses it.

3. Cornell Food and Brand Lab and Small Plate Movement™ and \_\_\_\_\_ mutually agree as follows:

- a) It is the policy of Cornell Food and Brand Lab and Small Plate Movement™ not to endorse any commercial enterprise or product; therefore, \_\_\_\_\_ may not cite Cornell Food and Brand Lab in any way so as to suggest Cornell Food and Brand Lab and Small Plate Movement™ endorsement of \_\_\_\_\_ or a \_\_\_\_\_ product, program, and/or initiative.
- b) This letter of intent is not a contractually binding agreement between the parties, nor is it a funds obligating document.
- c) This letter of intent will become effective upon the signature of both parties and shall remain in effect for two years from the date of execution.
- d) This letter of intent may be modified or extended by mutual written agreement, and may be terminated at any time by either party upon written notice to the other party.
- e) Executed in duplicate on the dates indicated below:

\_\_\_\_\_  
Cornell Food and Brand Lab: Small Plate Movement

\_\_\_\_\_  
Date

\_\_\_\_\_  
On behalf of \_\_\_\_\_

\_\_\_\_\_  
Date