

ESTTA Tracking number: **ESTTA332258**

Filing date: **02/16/2010**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	U.S. Green Building Council		
Entity	Corporation	Citizenship	DC
Address	2101 L Street, NW Suite 500 Washington, DC 20037 UNITED STATES		

Attorney information	William N. Federspiel McGuireWoods LLP One James Center 901 East Cary Street Richmond, VA 23219 UNITED STATES wfederspiel@mcguirewoods.com, rtyler@mcguirewoods.com, dsmith@mcguirewoods.com Phone:804-775-1000
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Applicant Information

Application No	77833058	Publication date	02/16/2010
Opposition Filing Date	02/16/2010	Opposition Period Ends	03/18/2010
Applicant	Allied Concrete, LLC 3900 Shannon Street Chesapeake, VA 233241054 UNITED STATES		

Goods/Services Affected by Opposition

Class 019. All goods and services in the class are opposed, namely: Concrete construction materials in the nature of fabricated paving blocks and stones; stones and concrete blocks for building and construction including construction of retaining walls

Grounds for Opposition


Priority and likelihood of confusion	Trademark Act section 2(d)
Dilution	Trademark Act section 43(c)


Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	2763993	Application Date	11/12/2002
Registration Date	09/16/2003	Foreign Priority Date	NONE
Word Mark	LEED		

Design Mark	LEED
Description of Mark	NONE
Goods/Services	<p>Class 041. First use: First Use: 1996/04/30 First Use In Commerce: 1996/04/30 Development and dissemination of educational materials for others in the field of environmental design, construction, and operation of buildings and real estate; educational services, namely, conducting classes, seminars, conferences and workshops in the field of environmental design, construction, and operation of buildings and real estate</p> <p>Class 042. First use: First Use: 1996/04/30 First Use In Commerce: 1996/04/30 Services involving the formulation of standards and best practices for the environmental design, construction, and operation of buildings and real estate; testing, analysis and evaluation of the services of others for the purpose of certification</p>


U.S. Registration No.	2775148	Application Date	11/12/2002
Registration Date	10/21/2003	Foreign Priority Date	NONE
Word Mark	U.S. GREEN BUILDING COUNCIL LEED LEADERSHIP IN ENERGY & ENVIRONMENTAL DESIGN		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 041. First use: First Use: 2000/03/31 First Use In Commerce: 2000/03/31 Development and dissemination of educational materials for others in the field of environmental design, construction, and operation of buildings and real estate; educational services, namely, conducting classes, seminars, conferences and workshops in the field of environmental design, construction, and operation of buildings and real estate</p> <p>Class 042. First use: First Use: 2000/03/31 First Use In Commerce: 2000/03/31 Services involving the formulation of standards and best practices for the environmental design, construction, and operation of buildings and real estate; testing, analysis and evaluation of the services of others for the purpose of certification</p>		

U.S. Registration No.	3407161	Application Date	05/18/2006
Registration Date	04/01/2008	Foreign Priority Date	NONE
Word Mark	U.S. GREEN BUILDING COUNCIL USGBC LEED		
Design Mark			
Description of Mark	The mark consists of an emblem design incorporating a three leaf design surrounded by bands in which the literal elements are contained.		
Goods/Services	<p>Class 041. First use: First Use: 2006/07/01 First Use In Commerce: 2006/07/01 Development and dissemination of educational materials for others in the field of environmental design, construction, and operation of buildings and real estate; educational services, namely, conducting classes, seminars, conferences and workshops in the field of environmental design, construction, and operation of buildings and real estate</p> <p>Class 042. First use: First Use: 2006/07/01 First Use In Commerce: 2006/07/01 Services involving the formulation of standards and best practices for the environmental design, construction, and operation of buildings and real estate; testing, analysis and evaluation of the services of others for the purpose of certification</p>		


U.S. Registration No.	3495463	Application Date	01/28/2008
Registration Date	09/02/2008	Foreign Priority Date	NONE
Word Mark	LEED AP		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class B. First use: First Use: 2008/01/11 First Use In Commerce: 2008/01/11 Environmental design, construction, and operation of buildings and real estate		

U.S. Application	77199331	Application Date	06/06/2007
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No.			
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	U.S. GREEN BUILDING COUNCIL LEED CERTIFIED USGBC		
Design Mark			
Description of Mark	The mark consists of a circle consisting of a black outer ring containing the words US GREEN BUILDING COUNCIL and USGBC in white, a superimposed white bar containing the words LEED CERTIFIED in black, and an white inner circle with a black leaf superimposed.		
Goods/Services	Class B. First use: First Use: 2005/07/31 First Use In Commerce: 2005/07/31 Environmental design, construction, and operation of buildings and real estate		

U.S. Application No.	77400014	Application Date	02/19/2008
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	LEED FOR HOMES		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class B. First use: First Use: 2005/09/08 First Use In Commerce: 2005/09/08 Environmental design, construction, and operation of buildings and real estate		

U.S. Application No.	77400012	Application Date	02/19/2008
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	LEED FOR HOMES		

Design Mark	
Description of Mark	The mark consists of a drawing of a home with a drawing of a leaf superimposed over the lower right corner, with the word "LEED FOR HOMES" appearing at the base of the drawing.
Goods/Services	Class B. First use: First Use: 2008/01/01 First Use In Commerce: 2008/01/01 Environmental design, construction, and operation of buildings and real estate

Attachments	76465708#TMSN.gif (1 page)(bytes) 76465707#TMSN.gif (1 page)(bytes) 78886819#TMSN.jpeg (1 page)(bytes) 77381723#TMSN.jpeg (1 page)(bytes) 77199331#TMSN.jpeg (1 page)(bytes) 77400014#TMSN.jpeg (1 page)(bytes) 77400012#TMSN.jpeg (1 page)(bytes) Leedscapes Opposition.pdf (14 pages)(1624798 bytes)
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Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by Overnight Courier on this date.

Signature	/William N. Federspiel/
Name	William N. Federspiel
Date	02/16/2010

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In re Application of: **Allied Concrete, LLC**
Serial No.: **77/833,058**
Filed: **September 23, 2010**
Mark: **LEEDSCAPES**
Published: **February 16, 2010**

U.S. GREEN BUILDING COUNCIL)	
)	
Opposer.)	
)	
v.)	Opposition No.
)	
ALLIED CONCRETE, LLC)	
)	
Applicant.)	

NOTICE OF OPPOSITION

Opposer, the U.S. Green Building Council ("USGBC"), a 501(c)(3) nonprofit organization with its principal place of business at 2101 L Street, NW, Suite 500, Washington, D.C., would be damaged by registration of the mark LEEDSCAPES as shown in Application Serial No. 77/833,058 ("Applicant's Mark") and opposes that application under Section 13 of the Trademark Act of July 5, 1946, 15 U.S.C. § 1063. As grounds of opposition, USGBC alleges that:



1. Allied Concrete, LLC ("Applicant") seeks to register Applicant's Mark for use with "[c]oncrete construction materials in the nature of fabricated paving blocks and stones; stones and concrete blocks for building and construction including construction of retaining walls" in International Class 19, as evidenced by publication of the mark on February 16, 2010 in the Official Gazette.



USGBC and the USGBC LEED Marks

2. USGBC is the leading promoter in the United States of environmentally and socially responsible ways to design, build and operate buildings and communities. USGBC was founded in 1993 and has since grown to include more than 15,000 member companies and organizations and 70 regional chapters across the United States. USGBC is composed of leaders from every sector of the building industry.

3. USGBC began using the term “LEED” as a mark in commerce on April 30, 1996 and registered the mark with the U.S. Patent and Trademark Office (“PTO”) on September 16, 2003. Under the LEED Mark, USGBC offers a variety of services to advance its mission, most notably its LEED “green building” certification program (the “LEED Program”), a voluntary, consensus-based national rating system that focuses on improving the environmental and human health performance of existing and buildings and real estate, as well as new construction. The LEED Program addresses all building types and emphasizes state-of-the-art strategies in five areas: sustainable site development, water savings, energy efficiency, materials and resources selection, and indoor environmental quality.

4. USGBC owns and uses various valuable trademarks, service marks and certification marks that incorporate the LEED Mark (collectively, the “USGBC LEED Marks”). USGBC has registered and applied to register several of its USGBC LEED Marks, including those listed in following chart:

Mark	Reg. No./ Serial No.	Registration/ Publication Date	Services
LEED	2,763,993	9/16/2003	<p>Development and dissemination of educational materials for others in the field of environmental design, construction, and operation of buildings and real estate; educational services, namely, conducting classes, seminars, conferences and workshops in the field of environmental design, construction, and operation of buildings and real estate.</p> <p>Services involving the formulation of standards and best practices for the environmental design, construction, and operation of buildings and real estate; testing, analysis and evaluation of the services of others for the purpose of certification.</p>
	2,775,148	10/21/2003	<p>Development and dissemination of educational materials for others in the field of environmental design, construction, and operation of buildings and real estate; educational services, namely, conducting classes, seminars, conferences and workshops in the field of environmental design, construction, and operation of buildings and real estate.</p> <p>Services involving the formulation of standards and best practices for the environmental design, construction, and operation of buildings and real estate; testing, analysis and evaluation of the services of others for the purpose of certification.</p>
	3,407,161	4/1/2008	<p>Development and dissemination of educational materials for others in the field of environmental design, construction, and operation of buildings and real estate; educational services, namely, conducting classes, seminars, conferences and workshops in the field of environmental design, construction, and operation of buildings and real estate.</p> <p>Services involving the formulation of standards and best practices for the environmental design, construction, and operation of buildings and real estate; testing, analysis and evaluation of the services of others for the purpose of certification.</p>

LEED AP	3,495,463	9/2/2008	Environmental design, construction, and operation of buildings and real estate. The certification mark, as intended to be used by authorized persons, is intended to certify that an individual or organization has met the educational, experience, and ethical standards adopted by the U.S. Green Building Council.
	77/199,331	1/15/2008	Environmental design, construction, and operation of buildings and real estate.
LEED FOR HOMES	77/400,014	1/13/2009	Environmental design, construction, and operation of buildings and real estate.
	77/400,012	1/13/2009	Environmental design, construction, and operation of buildings and real estate.

5. USGBC uses the USGBC LEED Marks in connection with the LEED Program and related services. The LEED Program for existing buildings and new construction includes considerations of construction materials for buildings, including concrete blocks and stones.

6. Through substantial investments and considerable promotion over the last 14 years, USGBC has developed substantial goodwill for itself, its services, and the LEED Program, as symbolized by the USGBC LEED Marks and, in particular, the LEED Mark. The LEED Mark is famous and, together with the other USGBC LEED Marks, constitutes an integral part of USGBC's mission. Indeed, the LEED Mark has been declared famous by the PTO in the context

of at least two refusals to register applied for marks comprised in part of the LEED Mark (*See* LEED BEAR WWW.LEEDBEAR.ORG (Ser. No. 77/578,561); LEED (Ser. No. 79/062,285)).

7. As shown above, the common feature of the USGBC LEED Marks is the use of the LEED Mark.

8. USGBC owns all right, title and interest in the USGBC LEED Marks.

9. Applicant is well aware of USGBC's rights in the USGBC LEED Marks and its ownership of the LEED Program, as evinced by Applicant's repeated acknowledgements of USGBC's trademark rights in the USGBC LEED Marks and ownership of the LEED Program on its "Green Building" webpage, located at <http://www.alliedconcrete.com/GreenPages/GreenBuildDocPage.html>, a copy of which is attached hereto as Exhibit A.

10. There is no issue as to priority, as Applicant applied to register Applicant's Mark, citing its intent to use that mark, well after USGBC first used the LEED Mark, and after registration or publication of all of the USGBC LEED Marks. Furthermore, the LEED Mark became famous well before Applicant applied to register Applicant's Mark.

11. USGBC has invested a substantial amount of time, money, and effort in advertising and promoting the services associated with the USGBC LEED Marks on a national basis and has developed substantial goodwill that is symbolized by the USGBC LEED Marks. As a result, the general public has come to know and recognize the LEED Mark and the other USGBC LEED Marks, and to identify, associate and/or equate the LEED Mark and the other USGBC LEED Marks with USGBC and its services.

12. By virtue of its substantial investment in advertising and promoting its services under the USGBC LEED Marks, and by virtue of the excellence of such services, the USGBC LEED Marks have developed a valuable reputation.

FIRST GROUND FOR OPPOSITION
Likelihood of Confusion

13. Paragraphs 1 through 12 are incorporated and made a part of this Ground for Opposition.

14. The USGBC LEED Marks and Applicant's Mark are highly similar. In fact, Applicant's Mark appropriates the LEED Mark entirely.

15. Applicant appears to intend the goods for which it seeks to register Applicant's Mark to be marketed as "green building" goods. Such goods are included among the building and construction materials USGBC evaluates under the LEED Program and its other services.

16. Applicant's Mark so resembles the USGBC LEED Marks as to be likely, when applied to the goods for which Applicant seeks to register Applicant's Mark, to cause confusion or mistake or to deceive consumers, resulting in damage to USGBC and to its reputation.

17. Because of the similarity between Applicant's Mark and the USGBC LEED Marks, the famousness of the USGBC LEED Marks, particularly the LEED mark, and because Applicant appears to intend to market its goods as "green building" goods, the general public is likely to be confused, mistaken or deceived as to the origin and sponsorship of Applicant's goods and misled into believing that Applicant's goods offered under Applicant's Mark are provided by, or are in some other way directly or indirectly associated with USGBC, to the detriment of USGBC and its reputation.

18. USGBC has no control over the nature or quality of the goods in connection with which Applicant allegedly intends to use Applicant's Mark. Hence, any defects, objections or

faults found with Applicant's goods offered under Applicant's Mark would inflict serious injury upon USGBC's reputation, because of false association with USGBC.

19. USGBC and its goodwill will be damaged by Applicant's use and registration of Applicant's Mark, in that Applicant's Mark is substantially similar to, and a colorable imitation of, the USGBC LEED Marks, and is allegedly intended to be used in connection with goods used in the field of green building, a field occupied by USGBC's LEED Program and related services.

SECOND GROUND FOR OPPOSITION

Dilution

20. Paragraphs 1 through 19 are incorporated and made a part of this Ground for Opposition.

21. The LEED Mark is a distinctive and famous trademark within the meaning of 15 U.S.C. § 1125(c), and became famous before Applicant applied to register Applicant's Mark. The LEED Mark is advertised and used extensively throughout the United States, and is highly recognizable by the trade and consuming public. Further, USGBC actively polices the use of the LEED Mark by third parties.

22. Registration of Applicant's Mark is likely to cause dilution of the LEED Mark by blurring and tarnishment.

23. Registration of Applicant's Mark is likely to dilute by blurring the LEED Mark by impairing the distinctiveness of the LEED Mark.

24. Registration of Applicant's Mark is likely to tarnish the LEED Mark by associating it with concrete construction materials, stones and concrete blocks that do not meet the standards of quality associated with the LEED Mark.

WHEREFORE, USGBC prays that Application Serial No. 77/833,058 be rejected, that no registration be issued thereon to Applicant, and that this Opposition be sustained in USGBC's favor.

Respectfully submitted,

U.S. GREEN BUILDING COUNCIL

By Counsel



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Counsel for the U.S. Green Building Council
Dated: February 16, 2010
Electronically Filed via ESTTA: February 16, 2010.

CERTIFICATE OF SERVICE

On February 16, 2010 a copy of this Notice of Opposition was sent via FedEx to Alfred M. Randolph, Jr., Kaufman & Canoles, 150 West Main Street, P.O. Box 3037, Norfolk, VA 23514-3037, counsel for Applicant.

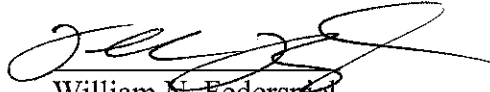
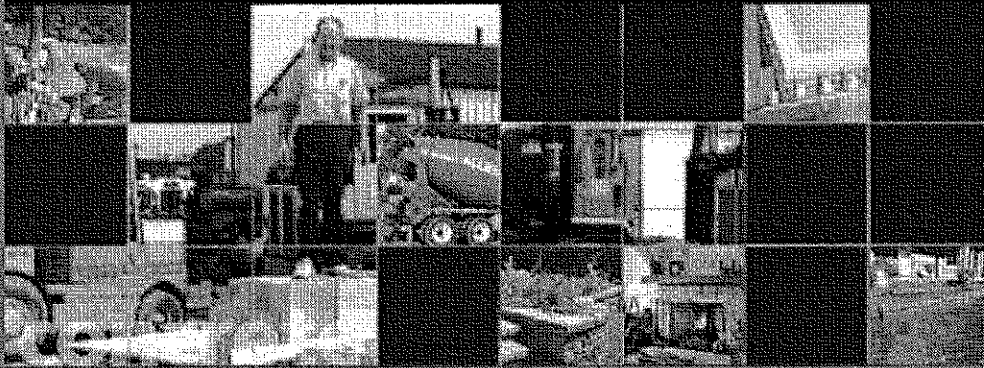

William N. Federspiel

EXHIBIT A



What makes us better?

*We offer superior service
as well as great products.*

**ALLIED
CONCRETE_{co}**

CONCRETE TIPS

RULES OF THUMB

E-TEK

NCMA

"GREEN" CONCRETE

YOU'RE BUILDING GREEN

Allied Concrete is committed to Sustainable Green Building.

For more information contact Michael Wertheim at mwertheim@allied-concrete.com

- 53 MILLION old tires are recycled as fuel in cement plants around the country to create Portland Cement. The ash from the tires is also a key ingredient in process.
- Portland Cement is mixed with water, and other natural ingredients at Allied's ten locations in central Virginia.
- Ready-mix concrete takes a short ride in one of our trucks to your job site.
- And voila! You have a new driveway, a porch, a patio or even a house or office!

Concrete is Easy on the Environment and Easy on Your Pocketbook:

- Concrete is a long lasting durable building material that is energy efficient and is very flexible in it many uses.
- Made from all natural non-toxic naturally renewable and sustainable materials. Concrete is manufactured using tires and other waste materials from power plants and steel mills.
- Newly created water permeable concrete for road ways, parking lots and driving ways is good for the environment by letting the water percolate through instead of becoming run-off.

Pervious Concrete Pavements

TAX CREDIT INFORMATION

Residential Energy Efficiency Tax Credits

In July 2005, Congress passed the 2005 Energy Policy Act, which provides incentives for energy efficiency including improving the efficiency of existing homes and credits to builders for building energy efficient homes. To learn about the implementation procedures for tax credits, download the Residential Energy Services Network's "Procedures for Certifying Residential Energy Efficiency Tax Credits for New Homes." (PDF)

You may qualify for the Energy Efficiency Tax Credit. Download the IRS Form 8909 (PDF).

CONCRETE HOMES

Get more from your home!
Insulated Concrete Forms (ICFs)
Block Joists

Other Resources On Green Building:

U.S. Green Building Council
PCA's Concrete Homes
Environmental Council of Concrete Organizations
Green Home Guide
Artisan Construction, Inc.

Contract Crushing

PO Box 7372

Charlottesville, VA 22906

434-979-2910

<http://www.contractcrushing.com/>

Learn more about Green Building with Concrete...

WHAT IS GREEN BUILDING AND WHY DOES IT MATTER?

Adapted from the Concrete Network (www.concretenetwork.com) and written by Anne Balogh

Green building is the concept of constructing homes and buildings we need today without depleting resources for future generations. In the new world of "green building," information about the strength, durability, and indestructible nature of concrete as a resourceful building material is emerging. Amid the teardown-and-replace mentality still pervasive in the world today, concrete stands out defiantly. Try to replace concrete with an alternative building material, and you'll be hard pressed to find a substitute possessing the same thermal qualities, design flexibility, and permanence.

Fortunately, a paradigm shift is taking place in attitudes about resource conservation and sustainability. More builders and homeowners are now embracing green building, and concrete is emerging as a champion rather than a rebel. Read on to find out why, and learn how you can use concrete to build environmentally responsible homes without compromising beauty, comfort, or economy.



This home represents the strength, durability and indestructible nature of concrete home construction. Photo Courtesy of Reward Wall Systems, and used with permission from Concrete Network.

For most homebuilders and homeowners, expressions such as "sustainable development," "green building," and "eco-friendly design" weren't part of the vernacular several years ago (although commercial builders have long been familiar with these terms). But with mounting concerns about rising energy costs and the continued depletion of finite resources, these environmental buzzwords are becoming mainstream.

WHY GREEN BUILDING IS VERY IMPORTANT

In the past 10 years, green building has surged in popularity in the residential sector, according to Ray Tonjes, chair of the National Association of Home Builders' Green Building Subcommittee. He says that more homebuyers are making environmental issues a top priority for new construction and remodeling.

Sustainability expands on the basic concept of "reduce, reuse, and recycle." It seeks to balance sensitivity for the environment with economic and social values. For homeowners, the benefits of green living go beyond environmental stewardship. Sustainable homes also offer many practical, personal, and economic advantages including:

Lower utility costs. Through such strategies as proper site orientation, the use of insulating building materials, and tighter construction to reduce drafts, sustainable homes require much less energy to heat and cool. Sometimes off-grid energy sources, such as solar power, can be used to meet all or part of the home's electricity needs.

Reduced impact on the surrounding environment and community. Sustainable homes make more use of materials manufactured or harvested in an environmentally responsible manner. They also use materials available locally, not only to reduce transportation impacts (such as fuel consumption and pollution) but also to stimulate the local economy. Attention to landscaping is important as well, with consideration given to minimizing storm water runoff, which can pollute

local waterways.

A healthier, more comfortable living environment. By using nontoxic materials, sustainable homes have better indoor air quality. They also use materials resistant to moisture and rot to eliminate concerns about the growth of hazardous mold and mildew. Exterior walls typically have greater thermal mass, which offers the dual benefits of reducing temperature fluctuations and muffling outdoor noise.

Greater durability with less maintenance. Building with highly durable, low-maintenance materials, such as concrete, extends the useful life cycle of a sustainable home and reduces maintenance and replacement costs.

WHY IS CONCRETE IMPORTANT TO GREEN BUILDING?

Concrete is a friend of the environment in all stages of its life span, from raw material production to demolition, making it a natural choice for sustainable home construction. Here are some of the reasons why, according to the Portland Cement Association and the Environmental Council of Concrete Organizations:

Resource efficiency. The predominant raw material for the cement in concrete is limestone, the most abundant mineral on earth. Concrete can also be made with fly ash, slag cement, and silica fume, all waste byproducts from power plants, steel mills, and other manufacturing facilities.

Durability. Concrete builds durable, long-lasting structures that will not rust, rot, or burn. Life spans for concrete building products can be double or triple those of other common building materials.

Thermal mass. Homes built with concrete walls, foundations, and floors are highly energy efficient because they take advantage of concrete's inherent thermal mass-or ability to absorb and retain heat. This means homeowners can significantly cut their heating and cooling bills and install smaller-capacity HVAC equipment.

Reflectivity. Concrete minimizes the effects that produce urban heat islands. Light-colored concrete pavements and roofs absorb less heat and reflect more solar radiation than dark-colored materials, such as asphalt, reducing air conditioning demands in the summer.

Ability to pass-on storm water. Paved surfaces tend to be impervious and can block natural water infiltration into the soil. This creates an imbalance in the natural ecosystem and leads to problems such as erosion, flash floods, water table depletion, and pollution. Pervious concrete is a special type of structural concrete with a sponge-like network of voids that water passes through readily. When used for driveways, sidewalks, parking lots, and other pavements, pervious concrete can help to retain stormwater runoff and replenish local water supplies.

Minimal waste. Concrete can be produced in the quantities needed for each project, reducing waste. After a concrete structure has served its original purpose, the concrete can be crushed and recycled into aggregate for use in new cement pavements or as backfill or road base.

Concrete can be crushed and reused. In place concrete that needs to be removed can be crushed and reused. It can be used as compacted subgrade underneath a new slab, as backfill behind a retaining wall, or as a compacted base for a driveway. Please visit <http://www.contractcrushing.com/> for more info.

Produced using unwanted waste. Cement is produced in kilns that burn unwanted waste such as tires and other hazardous wastes, and the tire ash is used in the final product so no waste is left behind. In 2003 cement producers used 53 million scrap tires!

Think globally, act locally. Building with concrete keeps make sense - reduces energy costs and saves countless trees. Concrete is produced locally, with local resources, less transportation, and local economic benefits. Concrete is sustainable!

The above excerpt is used with permission from the Concrete Network on 12/2005. For more information about the benefits of building with concrete visit the Concrete Network at www.concretenetwork.com/greenbuildinginformation

WHAT IS A LEED RATING?

The LEED Green Building Rating System(tm) is a priority program of the US Green Building Council. It is a voluntary, consensus-based, market-driven building rating system based on existing proven technology. It evaluates environmental performance from a "whole building" perspective over a building's life cycle, providing a definitive standard for what constitutes a "green building".

LEED™ is based on accepted energy and environmental principles and strikes a balance between known effective practices and emerging concepts. Unlike other rating systems currently in existence, the development of LEED Green Building Rating System(tm) was instigated by the US Green Council Membership, representing all segments of the building industry and has been open to public scrutiny.

LEED was created to:

- * define "green building" by establishing a common standard of measurement
- * promote integrated, whole-building design practices
- * recognize environmental leadership in the building industry
- * stimulate green competition
- * raise consumer awareness of green building benefits
- * transform the building market

LEED provides a complete framework for assessing building performance and meeting sustainability goals. Based on well-founded scientific standards, LEED emphasizes state of the art strategies for sustainable site development, water savings, energy efficiency, materials selection and indoor environmental quality.

LEED recognizes achievements and promotes expertise in green building through a comprehensive system offering project certification, professional accreditation, training and practical resources.

LEED™ is a self-assessing system designed for rating new and existing commercial, institutional, and high-rise residential buildings. It is a feature-oriented system where credits are earned for satisfying each criteria. Different levels of green building certification are awarded based on the total credits earned. The system is designed to be comprehensive in scope, yet simple in operation.

Concrete can play a vital role in LEED ratings. Check out the United States Green Building Council for information on how to apply LEED to your existing or new project.

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