

LIONS CLUBS INTERNATIONAL - TRADEMARK POLICIES OVERVIEW

The Association has a legal obligation to protect the registered trademarks of Lions Clubs International. To address this need, the Board of Directors adopted the Lions Clubs International Trademark Policies. These policies define the association's trademarks and provide members, clubs and districts (single, sub and multiple) with guidelines on how and when they can use the association trademarks. Following is an overview of the Trademark Policies that provide a guideline for Lions in the use the association trademarks as a part of their club and district activities.

Trademarks Defined...

Any existing and future association names, emblems, logos, seals, registered trademarks and other trademark interests, including but not limited to Lions, Lioness, Leo, Lions Clubs, Lions International or Lions Clubs International.

General Guidelines to Follow When Using the Lions Trademarks...

In order to maintain general quality and content standards in the use of the association trademarks, said trademarks shall not be used in a way that may be offensive in the relevant Lions community or in a way that may harm the reputation or the image of the association.

Duty to Enforce and/or Report any Unauthorized Use ...

All Lions have a responsibility to comply with the trademark policies adopted by the International Board of Directors, including notifying the Legal Division of any unauthorized or misuse of any Lions trademark.

Trademark Registrations ...

The association's trademarks are registered and managed by the Legal Division. No Lions district, club or member may register Lions trademarks.

OFFICIAL EMBLEM OF ASSOCIATION

The official emblem of this association and each chartered club shall be of a design as set forth below. Each club shall only use the official emblem of the association in a manner that is consistent with the Trademark Policy.

AUTOMATIC AUTHORIZATION TO USE THE ASSOCIATION TRADEMARKS

Lions Members, Clubs and Districts are automatically authorized to use Lions trademarks for the promotion and furtherance of the association's purposes and general club operations, including the promotion of club or district sponsored programs, projects, community service and other events.

Use of Lions Trademarks on Digital Media or Printed Materials...

Lions are automatically authorized to use the association's trademarks for their club or district websites, in social media or other digital media applications, and as part of domain names and personal email addresses, provided that such use clearly identifies the member, club or district. In fact, Lions are now automatically authorized for many uses, i.e. printed materials which includes letterhead, brochures, signage, newspaper ads, business cards and fliers. No additional authorization is required.

Use of Lions Trademarks with Sponsored Programs...

Lions are automatically authorized to use the Lions trademarks on a number of sponsored programs such as Leo Clubs, Lioness Clubs, official contests, youth camps and other official association programs.

Use of Lions Trademarks on Clothing Such as T-shirts, Hats, Sweat-shirts, etc...

Lions are automatically granted permission to use, purchase, sell, manufacture or distribute apparel items (excluding vests) with LCI trademarks when each individual item does not exceed 30 in one fiscal year. Lions

clubs exceeding 30 members have been automatically granted permission to use the LCI trademarks when the apparel items, excluding vests, do not exceed the total number of club members.

Apparel Defined...

Apparel items are defined as clothing, excluding vests, such as caps, shirts and ties that one would wear to cover, protect or decorate your body.

WHEN APPROVAL IS NEEDED

Lions Members, Clubs and Districts may need to seek approval when using the Lions trademarks in certain activities, such as the sale of Lions merchandise, non-dues revenue programs, certain sponsorships and forming Lions entities.

Purchase, Use, Sale & Distribution of Lions Apparel Over 30...

Lions Clubs with 30 or less members can sell vests and apparel items over 30 after they seek approval from and pay license fees and/or royalty payments as determined by the Club Supplies and Distribution Division or the Legal Division.

Purchase, Use, Sale & Distribution of Items Other Than Apparel...

Lions must seek approval from and pay license fees and/or royalty payments as determined by the Club Supplies and Distribution Division or the Legal Division for all non-apparel items and vests bearing the Lions trademarks.

Co-Sponsorship of Club or District Projects...

Lions clubs and districts are authorized to use the Lions trademarks in connection with the name and/or emblem of another entity so long as the respective club and/or district approves and the name of the club and/or district is clearly identified. If sponsorship involves more than one sub-district, then the sponsor must be approved by the respective multiple district council of governors. If sponsorship involves more than one multiple district, then the sponsor must be approved by each respective multiple district council of governors and the Legal Division.

An authorized Lions club and/or district sponsor is authorized to use the Lions trademarks so long as the name of the respective club and/or district responsible for the sponsorship is clearly used. Use of the Lions trademarks are subject to the scope and duration of the Lions club or district authorized project and upon termination of the project, authorization to use the association trademarks shall automatically terminate.

Lions Foundations...

All clubs looking to form a Lions foundation or charity organization are required to complete an application and submit it and supporting documentation to the Legal Division for authorization.

Questions about policy interpretation and enforcement, contact:

Legal Division
legal@lionsclubs.org
Phone: 630-203-3847
Fax: 630-571-0953

Questions about licensing, approval for specific use on products, goods, etc., contact:

Club Supplies & Distribution Division
clubsupplies@lionsclubs.org
Phone: 630-571-5466, ext. 6921
Fax: 630-571-1688

Please note the following is a summary of the Lions Clubs International Trademark Policies. For a complete copy of the Policy please refer to the Lions Clubs International website (<http://www.lionsclubs.org/>) or contact the Legal Division at legal@lionsclubs.org.