

**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 of the association trademarks as a part of their club and district activities.

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*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](mailto:legal@lionsclubs.org).*



**Questions about policy interpretation and enforcement, contact:**

Legal Division  
[legal@lionsclubs.org](mailto:legal@lionsclubs.org)  
[www.lionsclubs.org](http://www.lionsclubs.org)  
Phone: 630-571-5466, ext. 360  
Fax: 630-571-0953

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

Club Supplies & Distribution Division  
[clubsupplies@lionsclubs.org](mailto:clubsupplies@lionsclubs.org)  
[www.lionsclubs.org](http://www.lionsclubs.org)  
Phone: 630-571-5466, ext.  
Fax: 630-571-1688

LIONS CLUBS INTERNATIONAL

# TRADEMARK POLICIES OVERVIEW



## OVERVIEW

### 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 connection with pornography, nudity, alcohol, and other content, which may be offensive in the relevant Lions community.

### 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.

## 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.



## 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 Website or Business Cards...

Lions are automatically authorized for use of trademarks for their club or district webpage and business cards. In fact, Lions are now automatically authorized for many uses, i.e. printed materials, including letterhead, brochures, signage, newspaper ads 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 used. 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 and the Legal Division.

### 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.

