

# Request for Use of American Legion Name or Emblem on Merchandise

The name and emblem of The American Legion are registered service marks in the U.S. Trademark Office and are protected by criminal and civil enforcement provisions of federal law (18 U.S.C.S 705 and 36 U.S.C.SS 44 and 48). By authority of May 1947 Resolution Number 71, the National Adjutant or his designated representative (Director, National Emblem Sales), may grant limited permission to use the name and emblem in accordance with Resolution Number 71, other Resolutions and U.S. Trademark Law.

In order to gain permission for limited use of the name or emblem, complete this form and forward it to your Department Headquarters, attn: Department Adjutant. Your Department Headquarters will forward the completed form to National Emblem Sales. Please note that permission must be requested by the member or Post purchasing the merchandise and permission is granted directly to U.S. Manufacturers only.

Any permission given will be granted on a one-time basis for a given quantity. Additional orders will require new authority and the manufacturer must not produce more items than that being ordered. Permission will be given with the caveat that all material used will specifically identify the Post. If the merchandise requested is available through National Emblem Sales, you will receive a quote for the merchandise or a one-time limited permission. If the merchandise is not available through National Emblem Sales, you will receive a one-time limited permission or denial of permission. If you are ordering an outdoor sign for the post, the only licensed manufacturer of American Legion Post outdoor signs is the J.M. Stewart Company, 2201 Cantu Court, Suites 217-218, Sarasota, FL 34232, and they can be reached at (800) 237-3928.

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**FILL OUT FORM COMPLETELY AND FAX OR MAIL TO DEPARTMENT HEADQUARTERS**

Purchaser Information

Manufacturer Information

Post Number \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Contact Person \_\_\_\_\_  
 Member I.D. # \_\_\_\_\_  
 Telephone # \_\_\_\_\_ Evening \_\_\_\_\_  
 Product Description \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 Quantity \_\_\_\_\_  
 Price \_\_\_\_\_  
 Purpose/Use of product \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 Signature \_\_\_\_\_

Name of Business \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Contact Person \_\_\_\_\_  
 Telephone # \_\_\_\_\_  
 Product in all parts made in U.S.A.? Yes \_\_\_ No \_\_\_  
 If No, please attach explanation.

Imprint instructions. Provide rough sketch or attach Artwork.

| <u>DEPARTMENT USE</u>                  | <u>FOR OFFICE USE ONLY</u>  | <u>NATIONAL USE</u> |
|--|---|---------------------|
| Recommend Approval<br>Recommend Denial | Approved<br>Referred<br>Denied                                    |                     |
| _____<br>Department Adjutant           | _____<br>National Adjutant or Designated Rep. (Nat. Emblem Sales) |                     |