



VETERANS OF FOREIGN WARS

MEMORANDUM

To: National Council of Administration
Department Adjutants-Quartermasters
VFW Employees

From: Bob Greene, Quartermaster General *BA*

Date: September 24, 2014

RE: Authorization for Use of VFW Name, Emblem and Other Marks.

The 115th National Convention approved a change to the National By-Laws clarifying the approval necessary for the use of the name "Veterans of Foreign Wars of the United States," and any associated logos or emblems. While the VFW's name, emblem and other marks continues to be protected by law, the amended By-Laws (Sec. 801, 803, and 805) now specifically require written consent by the VFW's Quartermaster General for the manufacture and use of those marks.

Effective October 1, 2014, all requests to use the VFW name, logos or emblems should be forwarded to the Quartermaster General's office. Requests should be emailed to gmgeneral@vfw.org or mailed to the Quartermaster General's office. Please note that authorization for usage will no longer be handled through the VFW Store. The attached Authorization Request forms may be used to initiate such a request.

Use of the VFW name, logos or emblems by a VFW entity (e.g., Posts, Department, or District) for a VFW activity may continue to be used in conjunction with the VFW Branding Package that was distributed and made available by the VFW Communications Department. Such use continues to be authorized as it helps Posts, Districts and Departments obtain its communications goals.

The right to use our marks is the "exclusive right" of the VFW of the United States and is not transferable. This means that any authorization to use the VFW marks can only be granted by written approval by VFW's Quartermaster General. For instance, if a VFW Post wants to use the VFW name on a website, it may continue to do so through the use of the materials provided in the Branding Package. If, however, a VFW Post wants to partner with a business and that business wants to use the name "VFW" on advertising, then permission to use the VFW name must come from the Quartermaster General. If the Quartermaster General has not granted written permission to use our name or marks, then it is a violation of law.

Your continued cooperation in helping to protect the VFW's marks is greatly appreciated.