



Lions Clubs International

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DGE:2016-17:1

June 24, 2016

Dear District Governor-elect,

Firstly, we would like to draw your attention to one of the most important aspects of the International Board Policy, on use of the Lions Name & Emblems.

We request you most earnestly to read and study this circular thoroughly. There are innumerable instances where District Governors have been deprived of their rightly deserved District Governor's Award, on account of not conforming to the Trademark Policy.

1. Please note that this office does not have the authority to grant permission for the use of the Lions Name and Emblems. Board Policy is enumerated quite clearly in the following paragraphs. We request you to adhere to the same. If you have any questions, please do not hesitate to ask.
2. Trademarks are defined as 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**. The association's trademarks **must only be used in accordance with the Trademark Policy of Lions Clubs International**. The Lions Clubs International Trademark Policies may be found on the Lions Clubs International website at:
http://www.lionsclubs.org/resources/EN/pdfs/trademark_policies.pdf

As per the Policy specifically laid down in this matter by the International Board of Directors, the association's trademarks **cannot be used by any Lion, irrespective of the office he holds**, nor by a Lions Club or a Lions District on any article for sale or even for free distribution, which includes all give-away items, such as mementos, awards, lapel pins, appreciation certificates, diaries, calendars, stickers, telephone directories, lottery / raffle tickets, special First Day Postal Envelopes, books carrying medical articles, claims and / or advice, cookery books etc., unless otherwise provided for in the above referenced Trademark Policy.

The association's trademarks may be on bonafide items of STATIONERY, which are letter-heads, business cards, envelopes and brochures only. In addition, Lion members, clubs and districts may use the association trademarks on their respective websites, in social media or other digital media applications, and as part of domain names and personal email addresses, provided that all such use of the association trademarks are in accordance with the policies and procedures adopted from time to time by the International Board of Directors and such use clearly identifies the member, club or district to ensure that Lions Clubs International is not identified as the source of content. The web page must clearly identify the club and/or district to ensure that Lions Clubs International is not identified as the source of materials.



3. **Effective Lionistic Year 2012 - 2013, the fund raising seal is not to be used on, or in, any District Directory being printed.**

The official rebranded logo is to be used. This official rebranded logo may be found on the Lions Clubs International website following this path: <http://members.lionsclubs.org/EN/resources/logos/index.php>

Any and all revenue derived from any advertising in the directory may be used as stated in the definition of administrative funds. Further information may be found in the Association Use of Funds Policy and in the related Use of Funds Guidelines:

http://www.lionsclubs.org/resources/EN/pdfs/use_funds_policy.pdf

http://www.lionsclubs.org/resources/EN/pdfs/use_funds_policy_faq.pdf

Directories distributed by the District Governor shall be gratis, i.e., **at no charge** to the recipient.

4. It has been further observed that District Directories also contain advertisements given by District Officers and Clubs soliciting business. This is in contravention of Article I, in the By-Laws of our Association's Constitution and By-Laws which states:-

“The name, goodwill, emblem and other insignia of this Association and Lions Clubs chartered there under may not be used, published or distributed by any Lions Club, Lions Club member or any Lions District or by any entity (legal or natural, in corporate or any other form) organized and/or controlled by any Lions Club, Lions Club member or members or any Lions District, for any purpose except those expressly authorized by the provisions of the Constitution or by policies of the International Board of Directors; and no other individual or entity (legal or natural, in corporate or any other form) may use the name, goodwill, emblem and other insignia of the Association and Lions Clubs chartered thereunder without such written consent and license as shall be required by the International Board of Directors.”

Furthermore, Article VIII Section 4 in the By-Laws of the Standard Form Club Constitution and By-Laws states:

“Except to further his/her progress in Lionism, no officer or member of this club shall use his/her membership as a means of furthering any personal, political, or other aspiration, nor shall the club, as a whole, take part in any movement not in keeping with its purposes and objects.”

Accordingly, advertisements soliciting business by District Officers and Clubs will be construed as a violation of our Association's International Constitution and By-laws and Board Policy. Please therefore ensure that your District Directory does not carry such commercial advertisements soliciting business for Lions Club members.



5. Your requirements of District Governor bannerettes and District or Multiple District Convention Trading Pins, as well as other items of merchandise, must be procured from authorized manufacturers appointed by our Association, whose names and addresses are attached on a separate sheet.
6. During District Conferences, Regional Conferences and Multiple District Conferences, licensees are given permission for the sale of various items of merchandise bearing our Association's trademarks. At such times, all **seven** licensees should be treated equally. If permission is granted to one, it must be given to the other six also by the officials handling such matters.

Further, we specifically request you to ensure that the Lions in charge do not permit stalls of unlicensed manufacturers/suppliers for selling any items bearing our Association's trademarks. This will tantamount to a violation of our Association's Trademark Policies, and will unnecessarily prejudice your receiving the District Governor's Award.
7. Moreover, our Association's Trademarks, **whenever used should be reproduced 'in toto'**. Often, these trademarks are defaced and/or mutilated in reproduction by Clubs and Districts. This is in violation of our Association's Trademark Policies.

We earnestly request you to please give your fullest attention to what has been stated above, as any infringement of the Association's Trademark Policies will be in violation of International Board Policy, which will be viewed very seriously by the Association.

We request you to please circulate the information contained in this circular, to all your District Cabinet Officers, as well as Presidents and Secretaries of Lions, Lioness and Leo Clubs in your District. Any violation committed by them also will have a direct bearing on your District Governor's Award.

At the District Governors-elect Seminar at Fukuoka, Japan as well as at the Governors-elect Schooling to be held in Chennai you will be briefed in this matter also. We are giving this information to you in advance, and would request you, to kindly ensure that our Association's Trademark Policies is adhered to in your District.

Our Association is very particular in ensuring that the Trademark Policies are strictly followed.

There are occasions when a Club's Charter has been cancelled for non-compliance with this Policy. We once again emphasize that before a District Governor can qualify for the District Governor's Award the Association will review whether:-

“The District Governor shall have served the Association Loyal, Faithfully and Diligently, complying with the Association's Constitution and By-Laws and The Policies of The International Board of Directors.”



We request you to sign and return the duplicate copy as acknowledgement of your having received this circular. The signed copy will be forwarded to our International Headquarters for their records.

Thanking you, and wishing you a most successful year as District Governor, and assuring you of our best attention at all times,

I have read the aforesaid circular, and I undertake to abide by the requirements of the Lions Clubs International Trademark Policies.

Signature

Name:

District:

CC: Mr. Scott Drumheller, Executive Administrator & Secretary
: Ms. Mindy Marks, Manager, District & Clubs Administration Division
: Mr. Noel Mason, Manager, Club Supplies & Distribution
: Ms. Sarah Gryniewicz, Licensing & Promotions Coordinator, Club Supplies & Distribution Division

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For further information on the association's trademark policies and other governing documents, please review the following documents available for download on the association's website

International Board Policy Manual:

<http://lionsclubs.org/EN/member-center/resources/publications/resources-board-policy-manual.php>

Lions Clubs International Trademark Policies

http://lionsclubs.org/EN/common/pdfs/trademark_policies.pdf

<http://lionsclubs.org/EN/common/pdfs/lg91.pdf>

International Constitution and By-Laws

<http://lionsclubs.org/EN/common/pdfs/la1.pdf>