

VFW Auxiliary Trademark Authorization Request



Date: _____

Instructions:

- Departments and Auxiliaries are authorized to use the Auxiliary name, logos, or emblems for printed or digital use for Auxiliary activities, such as the creation of brochures for membership drives, Auxiliary events and other community outreach efforts, and do not need to submit this form. Current logos for non-commercial use may be obtained from the VFW Auxiliary at mzinn-sanchez@vfwauxiliary.org.
- The VFW STORE and its licensed vendors are the only authorized sources to use the VFW Auxiliary name and emblem on apparel, caps and other merchandise. Your first line of contact for merchandise is the VFW STORE. The VFW STORE can assist with certain custom items even though they are not in the catalog. Visit the VFW STORE online at www.vfwstore.org or call toll free 1.833.VFW.VETS (1.833.839.8387). If the VFW STORE is unable to assist, you may use this form to request authorization to use a third party vendor.
- If requesting items that cannot be produced by the VFW STORE or its Licensed Vendors, complete this form in its entirety and submit to the Quartermaster General's Office prior to production. Please allow ample time to process your request.

I request written permission to use the following emblem and/or name exclusively for the purpose listed below:

- 'Veterans of Foreign Wars of the United States Auxiliary' Name
- Veterans of Foreign Wars of the United States Auxiliary Cross of Malta
- Other: _____

Item and Reason for Use: _____

When: _____

Where: _____

Quantity: _____

Use of Proceeds: _____

Color Version (1 color, 2 color, full color): _____

File Format (jpg, tif, pdf): _____

VFW Information

Producing Company Information

Dept/District/Conference/Aux

Company Name

Contact Name and Title

Contact Name

Address, City, State & Zip

Address, City, State & Zip

Email

Email

Phone Number

Phone Number

I understand that any use of the VFW Auxiliary Emblem and/or VFW Auxiliary name requires prior written permission from the Quartermaster General of the Veterans of Foreign Wars of the United States. I understand that the use of the VFW Auxiliary Emblem and VFW Auxiliary name are the exclusive rights of the Veterans of Foreign Wars of the United States and any unauthorized use is a violation of federal law. I understand that the authorization, if given, may not be transferred and is subject to revocation at any time.

Signature

Please return completed form to:

Quartermaster General
VFW National Headquarters
406 West 34th Street, 11th Floor
Kansas City, MO 64111
E-mail: qmgeneral@vfw.org
Fax: (816) 968-1189

Printed Name & Title

Office Use Only
Approved?
<input type="checkbox"/> Yes <input type="checkbox"/> No
Date _____
State _____