

# Trademark Procedures



## I. Purpose

These procedures implement The Order of the Daughters of the King Policy 3.1 – Trademark Policy and identify the processes by which permission to use The Order’s name and trademarks is requested, reviewed, approved, monitored, and enforced.

## II. Definitions

**A. Member’s Cross** – The trademarked symbolic emblem of The Order, either Junior or senior, that is worn by members in good standing, hereafter referred to as “Cross(es).”

## III. Outline

- A. Special Purpose Trademark License Agreement (SPTLA)
- B. Permitted Uses by Members (Without Prior Approval)
- C. Crosses Offered for Sale
- D. International Procedures
- E. Violations

## IV. Procedures

### A. Special Purpose Trademark License Agreement (SPTLA)

#### 1. SPTLA Requirement

An SPTLA is required for:

- Any commercial use
- Any use by non-members
- Any engraving or permanent reproduction of the Cross
- Any use not explicitly permitted for members

#### 2. Process

- The requesting party submits an SPTLA Application to the national office.
- The national office forwards the request to the trademark chair.
- The trademark chair reviews and issues written approval or denial.
- Approved agreements must be signed by the trademark chair to be valid.

No fee is charged for submitting an SPTLA. Royalties, if applicable, are determined individually.

**B. Permitted Uses by Members (Without Prior Approval)**

1. Printed Materials Approved for internal Order use only:

- Flyers
- Service bulletins
- Bookmarks
- Prayer cards
- Invitations
- Stationery and cards
- Programs, forms, and directories
- Officer business cards
- Name tags
- Newsletters

2. Baked Goods

Cakes and baked goods may display trademarks when used solely at DOK events.

3. Websites

Use is permitted on:

- Chartered church websites
- Diocesan Assembly websites
- Provincial websites

4. Banners, Vestments, and Stoles

Permitted with an official patch affixed to the back. Patches are available for free from the national office.

5. Fabrics

Approved items for non-profit, member-only use:

- T-shirts
- Jackets
- Aprons
- Tote bags
- Prayer blankets and shawls

**C. Crosses Offered for Sale**

Occasionally, The Order's Cross is found for sale through online bidding sites or at estate sales.

The following guidelines govern actions that should or should not be taken in these situations:

- Members must not bid on or purchase Crosses offered online.
- Suspected listings should be reported to the trademark chair.

- When found at yard sales or similar venues, members may inform sellers of the Cross's trademark status and provide the national office mailing address.
- The national office does not reimburse purchases made by members of these items.

#### **D. International Procedures**

1. The symbol TM must be used outside of the U.S.
2. International production or use of The Order's Cross must comply with this policy, the Cross Policy, Cross Procedures, and local law.

#### **E. Violations**

Suspected violations should be reported to The Order's trademark chair. The chair determines appropriate action in consultation with legal counsel when necessary.

### **V. Relevant Forms/Links**

#### **A. Forms**

The following forms are referenced in this document and can be obtained by contacting the trademark chair:

- Special Purpose Trademark License Agreement (SPTLA)

#### **B. Documents**

The Cross Policy, Trademark Policy, and Cross Procedures can be found on The Order's website under Resources > Policies and Procedures of The Order.

### **VI. References**

- A. The Bylaws of The Order of the Daughters of the King** – located on The Order's website and in *The National Handbook and Bylaws of The Order of the Daughters of the King, Current Edition*
- B. The Order of the Daughters of the King Policy 3.1 – Trademark Policy** – located on The Order's website
- C. The Order of the Daughters of the King Policy 3.2 – Cross Policy** – located on The Order's website