

Red Hat Society® BRAND AND PROTECT OUR QUALITY

Like Starbucks, Coach, and Apple, Red Hat Society is a brand that requires maintenance and protection. Like other well known brands, Red Hat Society is the exclusive owner of our trademarks, many are even registered with the U.S. Patent and Trademark Office. Red Hat Society takes active steps to protect our property rights so our brand doesn't become associated with products and themes that are inconsistent with our purpose.

WHO NEEDS TO BECOME LICENSED?

Anyone that wishes to trade on the goodwill associated with RHS, and benefit commercially from use of our marks, must be licensed. This includes all sales, from major ecommerce companies to individuals selling items on Etsy.

HOW CAN MY LOCAL SHOP BECOME LICENSED?

If you have a specific company in mind and they are not yet licensed for RHS, they may request a license by going to <https://affinitylicensing.com/licensing>. Or, you can nominate a company for licensing by sending an email to: licensing@affinitylicensing.com.



WHAT IS THE PROCESS FOR GETTING A RHS PRODUCT?

In order to have a product produced, you'll need to place the order through a licensed vendor. For a current list of licensed vendors go to <https://affinitylicensing.com/clients> and select Red Hat Society or view the vendor list on the Red Hat Society website.

WHY DID RHS PARTNER WITH AFFINITY FOR LICENSING?

RHS partnered with Affinity and established a licensing program primarily to protect our brand and prevent the loss of our trademarks. Also, we want to expand the number and diversity of products available to RHS members. Affinity is the industry leader in representing the licensing programs for membership-based organizations, including specialty brands/properties, sororities, fraternities, honorary societies, professional organizations, and trade associations. To speak with a representative from Affinity Licensing call (760) 860-4005.

WITH YOUR HELP AND ADHERENCE TO THE FOLLOWING GUIDELINES, OUR BRAND WILL REMAIN STRONG AND UPLIFTED. OTHERWISE, WE RUN THE RISK OF OUR BRAND BEING DIMINISHED OR DESTROYED.

WHAT ARE RHS TRADEMARKS?

RHS claims ownership of any logo, nickname or tagline that we use on a day to day basis. Any and all commercial use of RHS marks (or any that are confusingly similar) must be granted through a License Agreement.

TRADEMARKS INCLUDE, BUT ARE NOT LIMITED TO:

