

**Quilts of Valor® Foundation
Trademark Use Agreement**

The Quilts of Valor® Foundation (QOVF) is a non-profit charitable corporation under United States tax law. Its intellectual property (trademarks and copyrights) is one of QOVF's most valuable assets and may only be used in a manner that furthers the Foundation's mission and with the written permission of the Foundation.

Send completed form to Marketing@QOVF.org

This Trademark Use Application is for members only. If you are not a member or intend this for commercial use (sale of goods with our logos), please contact Marketing@QOVF.org for the commercial use agreement.

Usage:
Print Media for Fundraising, Business Promotion or Marketing. This includes items such as flyers, posters, newsletters, bulletins, materials, advertisements to solicit donations, etc.

By checking the boxes, you understand and agree:

- There is a two (2) year limit on the use and submission of the current Trademark Use Agreement, or until your group cancels their membership, whichever is sooner. You must submit a new Trademark Use Agreement for approval at the end of the two years.
- Approved letterhead and business card templates may be obtained from the Member Dashboard. I understand all flyers, posters and banners should be submitted to marketing@govf.org for review prior to printing or use.
- At any time, the Executive Director can require the destruction or termination of the use of any goods or assets created by the group under the Trademark Use Agreement or goods created that do not use the current marks or the marks correctly.

Description of Use:

Select Logos     

Select File Type: PNG JPG

Embroidery File Available Logos    

Embroidery File Type ART CDN DST EXP PES VP3

I understand and agree to use the trademarks of QOVF as described and per the policies noted on reverse.

Signature _____ **Date** _____

Print Name: _____ **Phone:** _____

Email Address: _____

Group or Organization Name: _____

Address: _____
City, State and Zip Code _____

Use Determination: DENIED APPROVED

Notes on Usage:

Approved By _____ **Date** _____



Quilts of Valor® Foundation Trademark Policy

The Quilts of Valor® Foundation (QOVF) is a non-profit charitable corporation under United States tax law. Its intellectual property (trademarks and copyrights) is one of QOVF's most valuable assets and may only be used in a manner that furthers the Foundation's mission and with permission of the Foundation. The Foundation's leadership is charged with protecting the Foundation's intellectual property, including its registered trademarks, from infringement and closely monitoring all use. Trademark infringement is the unauthorized use of a trademark or service mark on or in connection with goods and/or services in a manner that is likely to cause confusion, deception, or mistake about the source of the goods and/or services.

1. This policy regulates the use of all forms of the name "Quilt of Valor", "Quilts of Valor", "QOV", "QOV's", "Quilts of Valor® Foundation", "Under Our Wings®", and all other trademarks owned by Quilts of Valor® Foundation including other product names, slogans, designs, website, and domain name usage. The words "Quilt of Valor", "Quilts of Valor", "QOV", "QOV's", and "Under Our Wings" are registered trademarks at the United States Patent and Trademark Office.
2. Examples of correct use of trademark symbols are: Quilts of Valor® Foundation, Quilt of Valor®, QOV®, QOV's® and Under Our Wings®. Use of the words "Quilts of Valor", "Quilt of Valor" and the QOVF and Under Our Wings logos must be in accordance with the policies and procedures described in the Quilts of Valor® Foundation Policy & Procedure Manual.
3. The QOVF and Under Our Wings logos may be used by subdivisions of QOVF without express permission on letterheads, business cards, and ceremonial documents or as referenced in the Quilts of Valor® Foundation Policy & Procedures.
4. Any other use of the Foundation logos requires prior written authorization from the Executive Director.

Trademark Procedure

Guidelines for Use of Existing Quilts of Valor Trademarks

1. Except as noted below, any individual or entity that seeks to use a Quilt of Valor Trademark must complete a Trademark Use Agreement along with a sample of the applicant's proposed use of the Quilts of Valor Trademark. For commercial use, a Trademark Agreement is required.
2. The following uses of a Quilts of Valor trademark must have written authorization by the Quilts of Valor's Executive Director:
 - Any use of the Quilts of Valor trademark by an outside individual or entity (external user and separate form);
 - Any use of a Quilts of Valor trademark in conjunction with a name, slogan, logo type, etc. of any outside individual or entity;
 - Use of a Quilts of Valor Trademark by any Quilts of Valor employee/volunteer on any promotional items (e.g., newsletters, flyers, bulletins, promotional materials, personal items, etc.);
 - The following uses do not require the approval to use of a Quilts of Valor trademark: re-order of a previously approved Quilts of Valor Trademark on stationery, business cards and other business documents.
3. Use of Quilts of Valor's name, but not its logotype, by a Quilts of Valor employee or volunteer to identify him/herself (e.g., "Jane Doe, State Coordinator, Quilts of Valor")
4. Approved Users will be informed in writing of the decision regarding their application.
5. Use of the Quilts of Valor Trademark may commence once written approval has been received.
6. Users of the QOVF trademark agree and acknowledge that the trademarks are the sole and exclusive property of QOVF. The trademarks must not be used in a manner that, in the sole discretion of QOVF, discredits QOVF, or tarnishes its reputation and goodwill.
7. Users of the QOVF trademarks acknowledge the high standards, quality, style, and the image of QOVF items and shall, at all times, conduct their business and use of the QOVF trademarks in a manner at least consistent with these standards, quality, style, and image.
8. Compliance with these standards includes the design, manufacture, promotion, packaging, distribution, and sale of items bearing the QOVF trademarks.
9. Users of the QOVF trademarks acknowledge that Quilts of Valor's Executive Director, or their designee, has the right to exercise quality control over all uses of QOVF trademarks to ensure compliance with the terms of the Trademark Use Agreement, to maintain "Approved User" status, and to protect the goodwill associated with the QOVF trademarks. To ensure adherence to the quality standards, Quilts of Valor's Executive Director may:
 - a. Review and approve prototypes, production samples and/or packaging for any items offered under the QOVF trademarks;
 - b. Review and approve advertising and promotional material associated with the QOVF brands;
 - c. Require proper disposal of defective or rejected items or other materials bearing the QOVF trademarks; and
 - d. Review customer and user comments and complaints.

Enforcement

Any user who has failed to submit a Trademark Use Agreement or who has used any Trademark in a manner inconsistent with, or beyond the scope of, the authorized approval shall be in violation of Quilts of Valor's Trademark Policy and subject to immediate sanctions at Quilts of Valor Foundation's discretion. No use of a Quilts of Valor Trademark will be grandfathered under this policy. All Current Users of a Quilts of Valor Trademark are subject to review by Quilts of Valor's Board of Directors/Executive Director and may be subject to sanctions by Quilts of Valor Foundation at its discretion.

Any entity declared to be in violation of QOVF Trademark Policy must cease, desist and destroy all uses of a QOVF trademark upon demand.