

A. LIONS CLUBS INTERNATIONAL TRADEMARK POLICIES

1. **GENERAL TRADEMARK POLICIES.** As a matter of legal protection to the International Association of Lions Clubs and its members, clubs and districts (single, sub- and multiple, hereinafter referred as “districts”), the association name and emblem (and variations thereof) are registered as trademarks in countries around the world. The association has a legal obligation to be alert to infringements of its trademarks, and to take all necessary steps to prevent, and to provide against legal risks, which may flow from any unauthorized use.
 - a. **Definition of “TRADEMARKS.”** 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.
 - b. **Emblem Of Association.** The emblem of this association and each chartered club shall be of a design as set forth below. Each club shall only use the official emblem of the association without alteration.



- c. **Trademark Registrations.** The association’s trademarks are registered and managed by the Legal Division of Lions Clubs International. No Lions district (single, sub- or multiple), club or member may register Lions trademarks.
- d. **LEO, LIONESS or Other Official Association Programs:** Lions clubs and districts are automatically granted permission and license to use the association trademarks in connection with sponsorship of Leo Clubs, Lioness Clubs, Official Contests, Youth Camps or other official association programs in accordance with the policies governing such programs, so long as said trademarks are not used on any item to be sold or otherwise available from the Club Supplies and Distribution Division or official licensees.
- e. **Duty to Enforce and Report Unauthorized Use.** All association officers, board appointees, council chairpersons and vice district governors have a duty to agree to abide by and encourage enforcement of the association trademark policies, report any and all unauthorized use of the association trademarks to the Legal Division, and acknowledge such duty in writing annually to the Legal Division.
- f. **General Standards of Quality and Content.** In order to maintain general quality and content standards in the use of the association trademarks, said trademarks shall

not be used in a way that may be offensive in the relevant Lions community or in a way that may harm the reputation or the image of the association.

2. **OPERATIONS OF ASSOCIATION.** The association, its officers, directors and authorized staff may use the association trademarks in the promotion and furtherance of the association's purposes and general operations, so long as such use is done in accordance with the policies adopted from time to time by the International Board of Directors. General operations shall include but are not limited to the International Convention, club supplies, The LION Magazine, corporate sponsorships, cooperative alliances, and all other association programs and publications. The expenses for all new trademark registrations must be budgeted by the respective division, department or program. The expenses for all trademark renewals will be the responsibility of the Legal Division
3. **NON-DUES REVENUE PROGRAMS OFFERED BY THE ASSOCIATION.** The association, from time to time, may offer special non-dues revenue programs and services to all members, when feasible. Royalty income derived from the use of the association trademarks on such non-dues revenue programs will accrue to the general fund. The following products/programs shall not be offered as non-dues revenue programs by the association: Insurance products, mortgages, health products and financial services – excluding affinity credit cards.
4. **AUTOMATIC LICENSE TO MEMBERS, CLUBS AND DISTRICTS.** Lions members, clubs and districts are automatically granted permission and license to use the association trademarks in the promotion and furtherance of the association's purposes and club or district operations, such as sponsored programs, projects, community service and other events, so long as such use is done in accordance with the policies adopted from time to time by the International Board of Directors and the trademarks are not used on any goods or services to be sold or items otherwise available from the Club Supplies and Distribution Division and official licensees.
 - a. **Printed Material.** Lions members, clubs and districts are automatically granted permission and license to use the association trademarks on printed material reasonably related to club and district operations and promotion, (such as letterhead, business cards, envelopes and brochures), so long as such items are not to be sold.
 - b. **Digital Media Authorization.** Lions 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.
 - c. **Downloaded Emblems.** Any reproduction of the association trademarks may be downloaded by Lions members from the official formats provided on the

association's website. These are the only trademarks that may be reproduced electronically or otherwise.

5. **AUTHORIZED USE BY LIONS MEMBERS, CLUBS AND DISTRICTS.** In addition to the automatic permission and license as provided in this policy, Lions members, clubs and districts are authorized to use the association trademarks as provided below:

a. **Use of Items Bearing the Association Trademarks.** Lions members, clubs and districts are authorized to use, purchase and sell items bearing the association trademarks obtained through the Club Supplies and Distribution Division and official licensees. For items not available through the Club Supplies and Distribution Division and official licensees, Lions clubs and districts are authorized to use, purchase, manufacture, distribute or sell items bearing the association trademarks as provided below:

- (1) **Automatic Permission and License For Apparel Items (Excluding Vests):** For all apparel items excluding vests, Lions members and districts are automatically granted permission and license to use, purchase, sell, manufacture or distribute items bearing the association trademarks when the total number of each individual item does not exceed thirty (30) in one fiscal year, and clubs are automatically granted permission and license to use, purchase, sell, manufacture or distribute items bearing the association trademarks when the total number of each individual item does not exceed thirty (30) or a total of one (1) per club member, whichever is greater, in one fiscal year. For purposes of this section, apparel items are defined as clothing such as caps, shirts and ties that one would wear to cover, protect or decorate your body.
- (2) **All Other Items Requiring Approval:** For all vests, apparel items exceeding thirty (30) in one fiscal year, and all other items not otherwise identified, Lions members, clubs and districts which desire to use, purchase, sell, manufacture or distribute items bearing the association trademarks, must obtain approval from and pay such license fees and/or royalty payments as determined by the Club Supplies and Distribution Division or the Legal Division.

b. **Sponsors of Club or District Projects**

- (1) Lions clubs and districts are authorized to use the association trademarks in connection with the name and/or emblem of a sponsor of a club and/or district project as provided below, so long as the club or district name is clearly identified in all such use and such use does not conflict with the purposes of the association, compete with the activities, programs or existence of the association or Lions Clubs International Foundation, and:

- i. If the sponsor or project is a club(s) and/or one district (single or sub) project, then approval to use the association trademarks in connection with such project is automatically granted to said club(s) and/or district.
 - ii. If the sponsor or project involves more than one sub-district and/or one multiple district, then the sponsor shall be approved by the respective multiple district council of governors.
 - iii. If the sponsor or project involves more than one multiple district, then the sponsor shall be approved by each respective multiple district council of governors and the Legal Division.
- (2) An authorized Lions club and/or district sponsor may use the association trademarks on any written communication or promotional material, so long as use is done in accordance with the policies adopted from time to time by the International Board of Directors and meets the following requirements:
 - i. The name of Lions club and/or district responsible for the sponsorship of such project is clearly identified along with the association trademarks;
 - ii. Any use of the association trademarks are subject to the scope and duration of the Lions club or district project; and
 - iii. Upon the termination of the Lions club and/or district authorized sponsorship, authorization to use the association trademarks shall automatically terminate.
- c. **Lions Mobile Applications.** Lions clubs and districts seeking to use the association trademarks in connection with or within mobile applications must receive prior written approval from the Marketing Division, in consultation with the Legal Division.
- d. **Non-Dues Revenue Programs.** Lions clubs, districts, Lions-sponsored foundations, or other Lions-sponsored entities (hereinafter referred to as “sponsors”) may offer non-dues revenue programs and services within its defined boundaries, as provided below:
 - (1) The non-dues revenue programs or services shall not compete or otherwise conflict with an existing program, sponsored by the association, except as authorized by the International Board of Directors. Permission will be granted to use the association trademarks in connection with the sponsorship of said programs only where a similar program is not currently in existence.

- (2) Sponsors of a non-dues revenue program or service shall be required to apply for use of the association trademarks. The application shall include a resolution of support by the sponsoring district cabinet or multiple district council of governors as applicable. The association may require such other documentation as it deems necessary to consider the application.
- (3) In order to receive authorization to use the association trademarks, the sponsor must agree to review all solicitation materials, including any website content, to ensure that the same are consistent with general standards of quality and content and the applicable trademark policies of the International Board of Directors. Before solicitation begins, all material including proposed website design, must be submitted to the Legal Division for approval.
- (4) The sponsor must be clearly identified on the proposed solicitation materials and any other item on which the association trademarks will be printed or otherwise affixed, including, if applicable, credit cards.
- (5) The sponsor and the non-dues revenue program vendor agree to pay a royalty of 10% of the lesser of the gross revenue or net profit received by the sponsor from the vendor as a royalty for use of the association trademarks. The Finance Division will communicate with each licensed sponsor at least annually to determine royalty owing to the association. Each sponsor is encouraged to reserve the right to inspect all relevant records and documentation of the vendor to verify the accuracy of the royalty.
- (6) The International Board of Directors reserves the right to revoke the license to use the association trademarks upon giving notification to the sponsor and, if known, any vendor. If appropriate and feasible, any such revocation would take into consideration sponsor and vendor contract obligations. In the event the license is revoked, the vendor is required to immediately cease and desist from using the association trademarks.
- (7) The sponsor and the non-dues revenue vendor shall use the mailing lists provided by the association for program solicitation purposes only and shall not duplicate or use such mailing lists, for any other purpose whatsoever. If the sponsor and/or non-dues revenue vendor use or make available the association mailing lists for any purpose other than the program, the association reserves the right to immediately revoke authorization to use the association trademarks. Such revocation will be effective immediately upon issuance of the notification to the offending party. A penalty of US\$5000.00 shall be assessed against the sponsor and/or non-dues revenue vendor who uses or makes available the mailing lists for any improper purposes or duplicates such lists without authorization.

- e. **District Endorsement of International Convention Tour Coordinator.** A district is authorized to endorse a tour coordinator to coordinate travel and/or tours related to

the International Convention. An application for endorsement of a tour coordinator must be submitted to the Convention Division. If an endorsed tour coordinator wishes to use the association trademarks in connection with a travel brochure or similar related literature, the tour coordinator must submit to the Convention Division the following:

(1) A sample of the brochure or similar literature, which must include the following disclaimer: “The International Association of Lions Clubs as well as the Lions district (single, sub- and multiple) shall not be responsible for losses incurred.”

(2) Payment of US\$25.00 as a royalty for use of the association trademarks.

6. FOUNDATIONS. The International Board of Directors or its designee, the General Counsel, may grant license to use the association trademarks to any legal entity other than Lions clubs or districts (hereinafter referred to as “foundation”), provided that such entity complete an application in the form attached hereto as Exhibit A. Prior to authorization, the foundation must submit sufficient documentation demonstrating that the proposed activities of the foundation meet the following criteria:

a. **Name of Foundation.** The name of the proposed foundation shall:

(1) Include Lions in the name of a foundation;

(2) Include a community, city, district, state, geographic area or other local designation in the name of a foundation;

(3) Not conflict with or cause confusion with Lions Clubs International or Lions Clubs International Foundation; and

(4) Not include the word “Association” in the name of a foundation.

b. **Governing Document Requirements.** The Articles of Incorporation By-laws, and/or other governing documents (hereinafter referred to as “governing documents”) of the proposed foundation must contain provisions which provide:

(1) At least a majority of its board of directors are Lions club members in good standing;

(2) Amendments to its governing documents shall be approved by the general membership of the foundation at a district convention or regular annual meeting;

(3) Membership consists of Lions clubs or club members in good standing;

(4) Proxy voting is not permitted; and

- (5) Mandatory dues are not assessed against members of the foundation.
- c. **Purposes.** The purposes of the applying foundation must further the purposes and enhance the image of the association. The applying foundation shall not engage in activities that may conflict with the activities, programs or existence of the association or Lions Clubs International Foundation. Other factors deemed relevant may be considered.
 - d. **Formation Approval.** If the applying foundation is being sponsored by a single club or a group of three (3) or fewer clubs, the applying foundation must submit evidence that each of the sponsoring Lions clubs have approved the formation of the foundation. If the applying foundation is being sponsored by one or more districts (single, sub- or multiple), a group of four (4) or more clubs, or its name implies district level involvement, the applying foundation must submit evidence that the districts (single, sub- or multiple) have approved the formation of the foundation.
 - e. **Annual Filing Requirements.** The foundation must annually submit its current governing documents along with a list of its current officers to the Legal Division.
 - f. **Use of Association Trademarks.** Approved foundations must use the Lions name and emblem prominently in its name and operations, including literature, promotional materials and activities. Use of the association trademarks must be in accordance with the policies adopted from time to time by the International Board of Directors. The trademarks shall not be used on any item to be sold or otherwise available from the Club Supplies and Distribution Division and official licensees.
 - g. **Revocable License.** Foundations meeting the criteria established herein may be issued a revocable license to use the association trademarks. Such use shall continue only if the foundation continues to meet all the criteria set forth herein, comply with the annual filing requirements and maintain the continued support of Lions. Failure to follow these policies may result in the revocation of the license.
7. **OFFICIAL LICENSEES.** The Club Supplies and Distribution Division may initiate agreements with manufacturers or other vendors throughout the world to provide Lions members, Lions clubs and districts with items bearing the association trademarks. The terms under such license agreements shall be determined by the Club Supplies and Distribution Division and shall include license fees and/or royalty payments on all items sold.
8. **CONVENTION TRADING PINS.** The association trademarks may be used on convention trading pins as follows:
- a. **Definition of a Convention Trading Pin.** A convention trading pin is a pin bearing the association's registered trademarks which:

- (1) Is ordered from an authorized licensee;
- (2) Is clearly identified with the club, district (single, sub- or multiple) or member's name to ensure that Lions Clubs International is not identified as the source of the pin;
- (3) Is used solely for trading or gift purposes at Lions conventions or similar functions;
- (4) Is in conformance with the association's trademark policies adopted by the International Board of Directors;
- (5) Contains the permanent marking of ® as required by trademark law;
- (6) Contains licensee's identifying mark on the back side of the pin;
- (7) Is fitted on the back side with a single clutch, multiple clutch, safety pin, straight pin or screw-back attachment;
- (8) Does not designate or relate to any office on any Lions entity;
- (9) Is not manufactured for the purpose of recognition, special achievements, training, awards or support of any Lions entity or partners;
- (10) Is not manufactured to indicate attendance at, or participation in Lions meetings or special events; and
- (11) Is not a jewelry item or piece that is in the same class as an item available in the Lions Official Supply Catalog or special sales promotion brochures or flyers published from time to time by the association's Club Supplies and Distribution Division.
 - i. The official membership lapel pin shall not be considered a Convention Trading Pin.
 - ii. Lions Convention Trading Pins may be obtained solely from Club Supplies and/or an official licensee authorized to manufacture, sell and distribute trading pins.

9. CONVENTION HOST COMMITTEE. The International Convention Host Committee shall be permitted to use the association trademarks in promotion of the International Convention, including the sale of items before and during the International Convention, provided the Host Committee obtains approval from and pays such royalties as determined by the Convention Division and the Legal Division.

10. ENFORCEMENT OF TRADEMARK POLICIES. As the owner of the association trademarks referenced herein, the association has a legal obligation to be alert to infringements of its trademarks, and to take all necessary steps to prevent, and to provide against legal risks, which may flow from any unauthorized use.

a. Unauthorized Use by Lions Members, Clubs and/or Districts. In the event the association receives sufficient evidence that a Lions member, club or district is engaged in the unauthorized use, sale, purchase, manufacture and/or distribution of items bearing the association trademarks, such individual or entity may be notified to immediately cease and desist any such unauthorized use, may be assessed a fee equal to the royalty that the association would have otherwise received in accordance with the policies set forth herein, or may be subject to other appropriate action as determined by the International Board of Directors or the Legal Division.

b. Continued Violation by Lions Members, Clubs and/or Districts. In the event that the association receives sufficient evidence that a Lions member, club or district continues to violate the association trademark policies after receiving proper notice, the association may take any or all of the following actions:

- (1) A Lions club may be directed by the International Board of Directors to discontinue membership of the offending Lion member. If the club fails to take such action, then the Lions club may be placed in “status quo” and/or the club charter may be cancelled by the International Board of Directors.
- (2) Additional sanctions as may be assessed by the International Board of Directors.
- (3) Appropriate legal action may be taken to enforce the association’s trademark interests.