

# CVMA<sup>®</sup>

## License Use Application Process (and License Use for Dummies)



This document is intended for internal use only.

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### LICENSE USE APPLICATION PROCESS (LUAP)

The name, member designations and logos (hereinafter the “Intellectual Property”) of the Combat Veterans Motorcycle Association® (“CVMA®”) are the exclusive trademarks of CVMA, as such must include the correct trademark designation (®). The Intellectual Property (IP) is protected under the Lanham Act, 15 U.S.C. §§ 1051 *et seq.* and CVMA owns all right, title, and interest in and to the IP (See Appendix A), together with the goodwill associated therewith. No other design or graphic will be used to represent any entity of the CVMA.

**Backpatches:** There shall be only 3 backpatches that contain CVMA IP. They are the FM, AUX and SUP patches issued by the Association upon membership approval or obtained from the National Store for their second, authorized backpatch. No other back patch shall be made that contains CVMA IP. (See Appendix B)

Unless otherwise specified herein, prior written approval from the CVMA National Board of Directors (“NBOD”) in an authorized and signed Licensed Use Agreement (LUA) is required for the manufacture, importation, advertisement, offer for sale, sale and/or distribution of products bearing any of the IP.

### **OUR IP WILL NOT BE MADE AND SOLD BY NON-CVMA ENTITIES WITHOUT NBOD APPROVAL.**

#### **A. LUAs**

Term is stated, and predicated on: Member remaining In Good Standing (IGS) and not on Admin Hold; or, CSR remaining in their status and part of the CVMA. If any of these events listed occur, approved item is no longer approved for sale, manufacture or distribution.

There are four (4) main variants of LUAs:

##### **I. Vendors**

- a. **Member** - A CVMA member, in good standing, that wishes to make items, using any of the CVMA’s IP (See attached Appendix A), for gain and/or profit. For each separate product bearing the IP, the member vendor fee is one hundred dollars (\$100) per good, for up to ten (10) separate products. For products beyond ten (e.g., 11-n), the per-product fee is fifty dollars (\$50.00). Term is one-year, from date of approval.
- b. **Chapter, State, Region (CSR) Sponsored** –A CSR that wishes to make items, through a third-party vendor, using any of the CVMA’s IP (see attached Appendix A), for gain and/ or profit. An example of this would be a product such as coins/chips using the FM/AUX/SUP Logos and CVMA Guardian Bells. Term is defined as three years, from date of approval. There is no fee for this. Term is three years from date of approval.

II. **Single-Use** – a CVMA member in good-standing, or a CSR, that wishes to make 1 item, using any of the CVMA’s IP (see attached Appendix A), for personal use and not for sale, profit or personal financial gain. Term is defined as long as only the submitting member, CSR, has the item in their possession. There is no fee for this. Examples of this are an engraved windshield for a bike or a Chapter Trailer wrap.

III. **CSR Sponsored Single Event** – a CSR that wishes to make a particular item for one event, using any of the CVMA’s IP (see attached Appendix A), for profit or gain. Term is defined as no longer than six (6) months past the event. Examples of this would be a Chapter event or Nationals. There is no fee for this.

IV. **Existing Inventory Addendum** - A CSR that wishes to sell existing inventory of a once-approved LUA item. Term is defined as one year from the date of approval. There is no fee for this.

#### **B. Submitting the LUA**

An executed LUA is required prior to the production of any products bearing the IP. The *only* exception, unless otherwise specified in this document, is incorporation of the IP in an Official Designee Logo (ODL).

**All products submitted through the LUA Process for Approval shall be done so prior to production of any item other than the one to show what it will look like. If the LUA request is not approved, that 1 item produced must be destroyed.**

- I. A sample product may be requested by the NBOD to ensure the quality of the product. Should the NBOD request a sample product, one product shall be produced for sole intent to display what finished product will look like and be mailed to the NPRO. Products submitted for consideration must include:
- (1) A fully completed LUA signed by the Owner, Chapter Commander (CC) (as the Chapter approving authority), and vendor owner/manager (if applicable). If owner is the CC, then Executive Officer (XO) shall sign as the Chapter approving authority.
  - (2) Leave NBOD Approval Identification No. **blank**.
  - (3) Leave Effective Date (page 1) **blank**.
  - (4) All fees required by the Member-Vendor LUA will be paid only AFTER the item is approved, within 14 days. If not received after 14 days, item WILL BE deleted. If deleted, the Member-Vendor must start over in the Process should they wish to sell the item. Once fees are paid, Member-Vendor may sell the item, but not until.
  - (5) Necessary signatures, title, names and member numbers (FM-0000, etc).
  - (6) A detailed description of EACH PRODUCT to be considered.
  - (7) An exact sketch/concept of the submitted item will be attached at the end of the document.

II. Products that shall be submitted for consideration:

- (1) Products that use and/or incorporate any of CVMA's IP, or any portion thereof, other than an ODL, unless otherwise specified in this document; and,

III. Products that shall **not** be considered for approval (not limited to the below listed) are listed in the Prohibited Items for Display with the CVMA Logo policy:

- (1) Products that bring discredit upon CVMA (e.g., incorporates drugs, pornography, racism, profanity, etc.).
- (2) CVMA's IP that contain flames, or what may be perceived as flames.
- (3) Products bearing alterations and/or modifications of the IP.
- (4) Products comprising alterations to the American Flag (i.e., torn, burned, defiled, etc.)
- (5) Products bearing a third party's IP, without permission from the third party (use Trademark Consent form found on LUA Process Page, under Administration: License Use Request. If their Trademark is being used, attach this signed and filled out form to the submitting LUA).
- (6) Products that can be construed as a Motorcycle Club (MC) logo and/or symbol.
- (7) UDLs
- (8) Items that are already produced, and approved through the LUAP, by other Members, CSRs or National Store.

Furthermore, items made by those listed in the Banned Vendors List (those that have created items using our IP without prior approval), which can be found on the License Use Request Landing Page (Administration: License Use Request: LUA Process), will not be approved. Those that do utilize these vendors may be subject to disciplinary action.

Once an order is received for approved items bearing an FM, AUX, SUP member logo, the sponsoring Chapter will contact their Region Representative with the name, member type and member number of the member ordering the product, unless known by the selling Chapter. The Region Representative will verify the membership status and type to ensure the purchaser is authorized to purchase/own the product. The Region Representative will notify the Sponsoring Chapter of their findings.

Remaining stock of any previously approved product(s), that is currently expired, must be submitted to request approval to sell that remaining product. Any previously approved product that does not meet the current criteria established in this process will only be re-approved by exception. Re-approval of any product is not guaranteed.

### C. Skully, ODL and the Alpha-Omega Logo

Skully is the Skull and Spade Logo. The ODL is Skully with CSR nomenclature only (see below) and its use does not require NBOD approval. Chapters and States will use Arabic numerals, while Regions will use Roman Numerals. CSR nomenclatures will be completely inside the Spade. Alterations to this must be sent up for NBOD approval.

Skully and ODLs will include the ® in the nook behind the jawbone. The FM Logo will not require the ® on Skully since the entire logo is trademarked. The two examples (color and subdued) shown below are the only authorized renditions of Skully and ODLs.



**COLOR CSR ODL**



**SUBDUED CSR ODL**

Skully, as well as ODLs, will not be produced as a patch larger than four (4) inches with the only exception being the 3 authorized backpatches (FM, AUX and SUP) sold in the National Store.

Patches and designs that are 4 inches or less may have words that form an arch above and/or below your ODL, without NBOD approval. "I Support" and "Combat Vets" can be used with the ODL.

Adding images/graphics, not colors, behind the ODL will require NBOD approval. (See Appendix D)

Items, not patches, bearing Skully (not FM, AUX or SUP Logo) and ODLs may be sold to the general public if "I Support" or "Support Your" or event specific name/title (i.e. 3rd Annual Combat Run), in non-arching format, is above it.

The Official Alpha-Omega Logo (see below) shall only be used as a tangible object, on a guidon, sold by the National Store. It will not be reproduced in any other tangible manner (i.e. patches, stickers, hats, shirts, etc.). THERE WILL BE NO EXCEPTIONS.

IN MEMORIA AETERNA



**ALPHA & OMEGA CHAPTER**

**D. Authorized Mourning Logo (Digital Graphic Only)**

A Mourning Logo (Digital graphic only) is authorized for use. This Mourning Logo shall only be the FM, AUX or SUP Logo with a horizontal, black bar across the middle (not covering the words or entire Skully) which will contain, at the least, name of fallen Member. It shall not contain any other images and only typed letters and numbers. Ready-to-use Mourning Logos can be found on the Repository: CVMA® Graphics. The authorized Mourning Logo (on the left - without the Fallen Member information) is displayed below, followed by an example (on the right):



All products, unless otherwise stated in this document, require Chain of Command endorsement prior to NBOD granting authorization. (i.e., Member/ Chapter through Chapter Commander, State Rep, Region Rep to the NBOD).

## **E. Naming Convention of CSRs**

The names of the organization will include the ® (superscript) at the end of the name (See Appendix A).

CSRs will use the following identification:

- I. The Chapter's name must include the words "Combat Veterans Motorcycle Association®" in that order or "CVMA®", "Chapter" or State abbreviation and their Arabic Numeral Chapter designation as specified by the NBOD.

**Correct examples:**      **Combat Veterans Motorcycle Association® Chapter 20-15**      **CVMA® CA 33-4**  
**CVMA® NY 19**                      **CVMA® SD**                      **CVMA® 11**

**Incorrect examples:**      **TX 23-1**  
**32-1**

- II. The State and Region's name must include the words "Combat Veterans Motorcycle Association®" in that order or "CVMA®", and: State name or abbreviation followed by the correct Arabic Numeral that corresponds to the State, or "Region" followed by the correct Roman Numeral that corresponds to the Region.

## **F. Digital/Printed Items**

These items are limited to event flyers, online digital graphics, business cards and stationery.

1. Items using the Association's Logo(s)/mark(s) with any of our other trademarked logo/mark will not be required to submit for NBOD approval so long as the Chapter's name and nomenclature are spelled out IAW Section E above. The approving authority for this is the State Rep that's over their respective Chapter(s).
2. If you are using the Association's FM, SUP or AUX Logo(s) only on a business card or stationery, along with your name and position, it will NOT require approval.
3. Any CSR event flyer or online digital graphic that displays another's trademarked/copyright/licensed logo or mark, a trademark consent form will be filled out and kept on file by that CSR for no less than three (3) years.
4. Sanctioned Events
  - a. Sanctioned Events (see Sanctioning Events Policy) WILL USE our Logo/ODL. CSRs
  - b. will be listed IAW E. Naming Convention of CSRs as stated above.
  - c. Our IP will have prominence, both in size and position, over any other logo or IP on Sanctioned Events graphics, including flyers, post cards, bulletins, etc. (See Appendix E).
  - d. Must state "Sanctioned Event".

## **G. Unofficial Design or Graphic**

1. The CVMA National organization will no longer recognize UDLs in any capacity or use within the CVMA.
2. UDLs or any unofficial designs are not to be used to represent the CVMA member, Chapter, State, or Region for any CVMA event or on any digital or print media for CVMA event.
3. Any new unofficial art, description, or item will not:
  - a. refer to the CVMA organization at any level.
  - b. use any CVMA IP.
  - c. use any CVMA assigned Chapter, State, or Region nomenclature or reference.

## **H. Prohibited items (examples See Appendix G)**

### PROHIBITED

#### PRODUCTS THAT SHALL NOT BE CONSIDERED FOR APPROVAL

(Not limited to the list below. For more info, see the Prohibited Items for Display with the CVMA Logo policy)

1. Products that bring discredit upon CVMA (e.g., incorporates drugs, pornography, racism, profanity, etc.); or,
2. CVMA's IP that contain flames, or what may be perceived as flames; or,
3. Products bearing alterations and/or modifications of the IP; or,
4. Products comprising alterations to the American Flag (i.e., torn, burned, defiled, etc.); Products bearing a third party's IP, without permission from the third party; or,
5. Products bearing a third party's IP, without permission from the third party (use the Trademark Release and Consent Form); or,
6. Products that can be construed as a Motorcycle (MC) logo and/or symbol; or,
7. Items that are already produced, and approved through the LUAP, by other Members, CSRs, or National Store.

Furthermore, items made by those listed in the Banned Vendors List (those that have created items using our IP without prior approval), which can be found on the License Use Request Landing Page (Administration: License Use Request: LUA Process), will not be approved. Those that do utilize these vendors may be subject to disciplinary action.

## **I. Superscript ®**

Superscript and instructions on how to do it (See Appendix H).

### **Violations of these procedures may be subject to disciplinary action.**

The National Public Relations Officer (NPRO) is the Point of Contact (POC) for all License Use requests and issues. Please use your Chain of Command first.

**APPENDIX A – CVMA® Intellectual Property**

	<b>Mark</b>	<b>Country</b>	<b>Registration No.</b>
	COMBAT VETS ASSOCIATION®	USA	6085367
	COMBAT VETERANS MOTORCYCLE ASSOCIATION®	USA	5797011
	CVMA®	USA	6080146
	AUXILIARY COMBAT VETS®	USA	6436851
	SUPPORTER COMBAT VETS®	USA	6481462
FM Logo		USA	2878643
FM Logo			
Skully		USA	6151261 VA 2-304-370
Skully			
AUX Logo		USA	7098773
SUP Logo		USA	7098774



# APPENDIX B

## BACKPATCHES

There are only 3 backpatches that contains CVMA IP: FM, AUX and SUP.

There shall be no other backpatch made or produced that contains or utilizes any CVMA IP.



# APPENDIX C

## FILLING OUT THE LUA– include the following:

1. A fully completed and easily readable LUA signed by the Applicant, CC (or CXO if CC is submitter or unavailable), and Vendor owner/manager (if applicable).
2. Leave NBOD Approval Identification No. **blank**.
3. Leave Effective Date (page 1) **blank**.
4. All fees required by the LUA will be paid AFTER item is conditionally approved, within 10 days. **If not received after 10 days, the item WILL BE deleted. If deleted, the Member-Vendor must start over in the Process should they wish to sell the item. Once fees are paid, Member-Vendor may sell the item, but not until.**
5. Necessary signatures, title, names, and member numbers (FM-0000, etc).
6. A detailed description of EACH PRODUCT to be considered.
7. An exact sketch/concept of the submitted item will be attached at the end of the document.

# APPENDIX D

## OFFICIAL DESIGNEE LOGO (ODL)

***DOES NOT NEED AN LUA  
(When used and unaltered.)***



CHAPTER



STATE



REGION



- Chapters and States **MUST** use Arabic numerals in the Spade (0,1,2,3,4,5,6,7,8,9) to indicate the Chapter or State. Regions **MUST** include Roman numerals in the Spade. (I, II, III, IV, V, VI, VII, VIII, X, XI) to indicate the Region.
- Maximum patch size is 4 inches.
- Naming conventions - The Chapter's name must include the words "Combat Veterans Motorcycle Association<sup>®</sup>" in that order or "CVMA<sup>®</sup>" and their numeric Chapter designation as specified by the NBOD.

Correct examples: Combat Veterans Motorcycle Association<sup>®</sup> Chapter 20-15  
CVMA<sup>®</sup> CA 33-4

Incorrect examples: TX 23-1, 19-2

**Altered  
FM  
Logo**



I SUPPORT



COMBAT VETS



# APPENDIX E

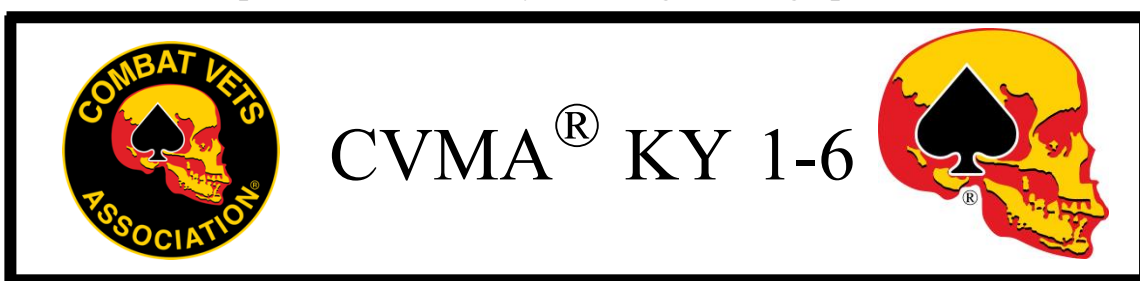
## DIGITAL/PRINTED ITEMS

### *INCLUDES:*

*Event Flyers, Online Digital Graphics, Business Cards, and Stationery*

### State Representative Approval

- Items using the CVMA IP with any other trademarked logo.
- Chapter's name and nomenclature must be spelled out (i.e., Combat Veterans Motorcycle Association® WY 36-2, CVMA® FL 20-1, etc.)
- Sanctioned events must use CVMA Logo and have the naming convention as shown above.
- The CVMA IP (Logos and Names) **SHALL** be located on the left/top side of the item or media and shall have prominence over any other logo/mark/graphic and, Business Cards and



Stationery - Approval not necessary if, and only if:

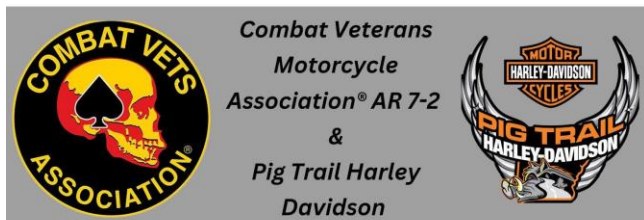
- Association's FM, AUX, or SUP Logo only with name and position
- Association's FM, AUX, or SUP Logo with only ODL and/or Chapter name and nomenclature (i.e., CVMA® TX 23-18) with name and position



# APPENDIX F

## Example of a correct Regular and Sanctioned Event flyer

Regular (non-sanctioned) Event Flyer



Partnering together for a chance to **WIN** this  
**2023 Electra Glide**

**Enter to Win**



Drawing date-  
September 23rd  
2023  
Location - Pig Trail  
stage  
Time-7 pm



Ticket Prices  
1 for \$25.00  
5 for \$100.00

Here's an opportunity to raise money for Arkansas veterans and veteran organizations.

Disclaimer: Tax, Title, and Shipping are not included. Must be 18 years or older and a legal resident of the United States. DO NOT need to be present to win. The Prize must be claimed within 60 days of the drawing.

Sanctioned Event Flyer

A flyer for a sanctioned motorcycle event. It features a Harley-Davidson motorcycle in the background. On the left is the Combat Veterans Association logo. On the right is a skull logo with the number 23. Text includes "SANCTIONED CVMA® TX 23-5 HOSTING", "CVMA® TX 23 State Mtg", "OCT 5-8 2023", and a schedule of events for Thursday, Friday, Saturday, and Sunday. The location is the Shilo Inn Host Hotel in Killeen, TX. The website is https://www.txcvma235vets.org.

**COMBAT VETS ASSOCIATION**

**SANCTIONED**  
CVMA® TX 23-5 HOSTING

**CVMA® TX 23**  
State Mtg  
**OCT 5-8 2023**

**THURSDAY MEET & GREET**  
JOKERS ICEHOUSE 6PM - UTC

**FRIDAY BIKE NIGHT**  
HARKER HEIGHTS VFW  
6-11PM - FOOD & VENDORS

**SUNDAY**  
BLESSING OF THE BIKES  
0900

**SATURDAY**  
KILLEEN CIVIC & CONVENTION CENTER  
STATE PICTURE 0900  
MEETING 0930  
AFTER PARTY  
4 - 10PM

SHILO INN HOST HOTEL  
3701 S. WS YOUNG DR. KILLEEN  
254-699-0999 CODE CVMA  
SWAG - [HTTPS://WWW.TXCVMA235VETS.ORG](https://www.txcvma235vets.org)

## APPENDIX G

# **PROHIBITED**

## ***PRODUCTS THAT SHALL NOT BE CONSIDERED FOR APPROVAL***

***(Not limited to the list below. For more info, see the Prohibited Items for Display with the CVMA Logo policy)***

1. Products that bring discredit upon CVMA (e.g., incorporates drugs, pornography, racism, profanity, etc.); or,
2. CVMA's IP that contain flames, or what may be perceived as flames; or,
3. Products bearing alterations and/or modifications of the IP; or,
4. Products comprising alterations to the American Flag (i.e., torn, burned, defiled, etc.); Products bearing a third party's IP, without permission from the third party; or,
5. Products bearing a third party's IP, without permission from the third party (use the Fundraising Logo or Trademark Release and Consent Form and attach it to the submitting LUA); or,
6. Products that can be construed as a Motorcycle (MC) logo and/or symbol; or,
7. UDLs.
8. Items that are already produced, and approved through the LUAP, by other Members, CSRs, or National Store.

Furthermore, items made by those listed in the Banned Vendors List (those that have created items using our IP without prior approval), which can be found on the License Use Request Landing Page (Administration: License Use Request: LUA Process), will not be approved. Those that do utilize these vendors may be subject to disciplinary action.



# PROHIBITED

## ITEMS BELOW VIOLATE CVMA REQUIREMENTS



Unofficial Design representing CVMA/ using nomenclature



Archiving words above Skully & Missing ® & Skully is >4 inches & is a backpatch



No ®

**NO MODIFICATIONS TO CVMA IP. These below are a NO GO.**



# APPENDIX H

## Superscript<sup>®</sup> and ® Placement under Skully/ODL

**Superscript (raised) at top after our name**

CVMA<sup>®</sup> ←

Combat Veterans Motorcycle Association<sup>®</sup> ↘

Combat Vets Association<sup>®</sup> ←

Auxiliary Combat Vets<sup>®</sup> ←

Supporter Combat Vets<sup>®</sup> ←

**Bottom of Skully/ODL(in the nook behind the jawbone ONLY)**



## HOW TO MAKE THE ® and MAKE IT SUPERSCRIPT

### MAC Users –Most programs:

- Press the “Option” ((or Alt) ⌘) key and then press the “R” key at the same time; OR,
- Type “(R)” ; OR
- Click Insert, Advanced Symbol (Ω), select ®

### Windows Users – All Microsoft programs:

- Press “ALT” and type “0174”; OR,
- Type “(R)” ; OR,
- Click Insert, Advanced Symbol (Ω), select ®



## How to make the ® superscript in Word:

COMBAT VETS ASSOCIATION

COMBAT VETERANS MOTORCYCLE ASSOCIATION®  
National Board of Directors  
11 East Kansas Street  
Liberty, Missouri, 64068

FROM: NPRO

How to insert the ® and make superscript:

MAC Users:  
Press the "Option" ((or Alt) ⌘) key and then press the "R"  
key at the same time

Make superscript:

Page 1 of 2 31 words English (United States) Focus 150%

AutoSave OFF

Home Insert Draw Design Layout References Mailings Review View Acrobat

Calibri (Bo... 16 A^ A^ Aa A

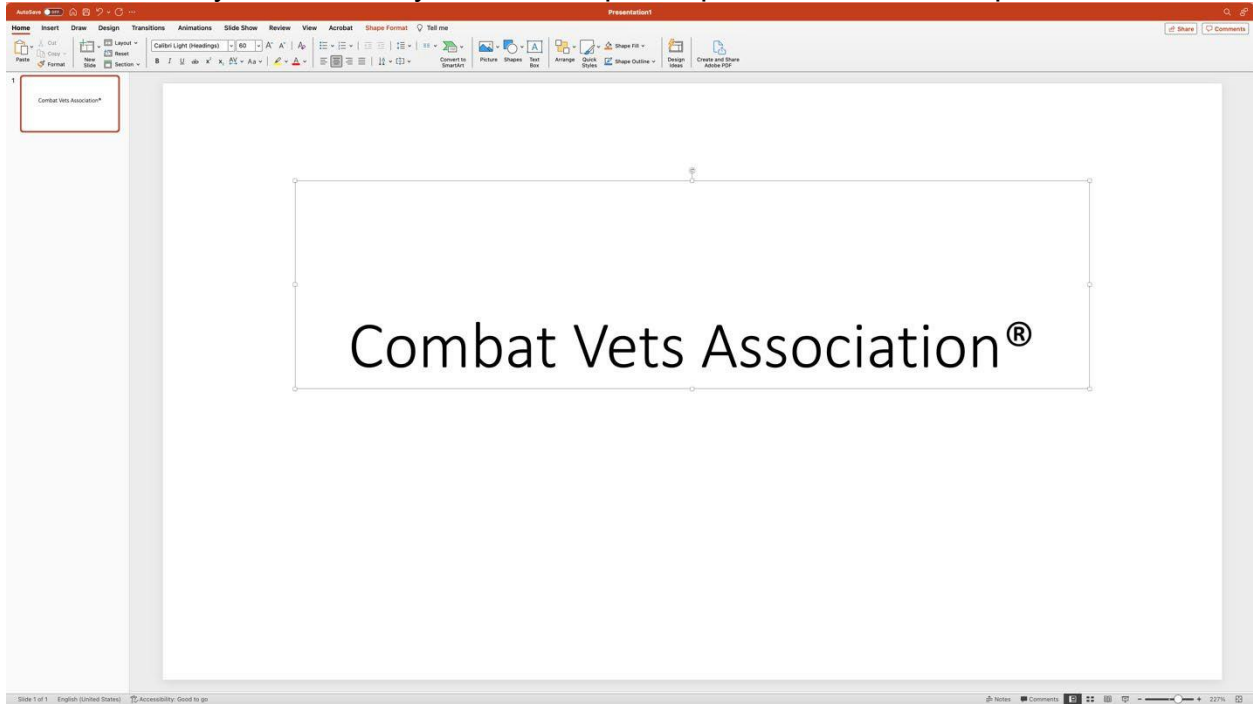
Paste B I U x<sub>2</sub> x<sup>2</sup> A

**Highlight the ® and click on this**

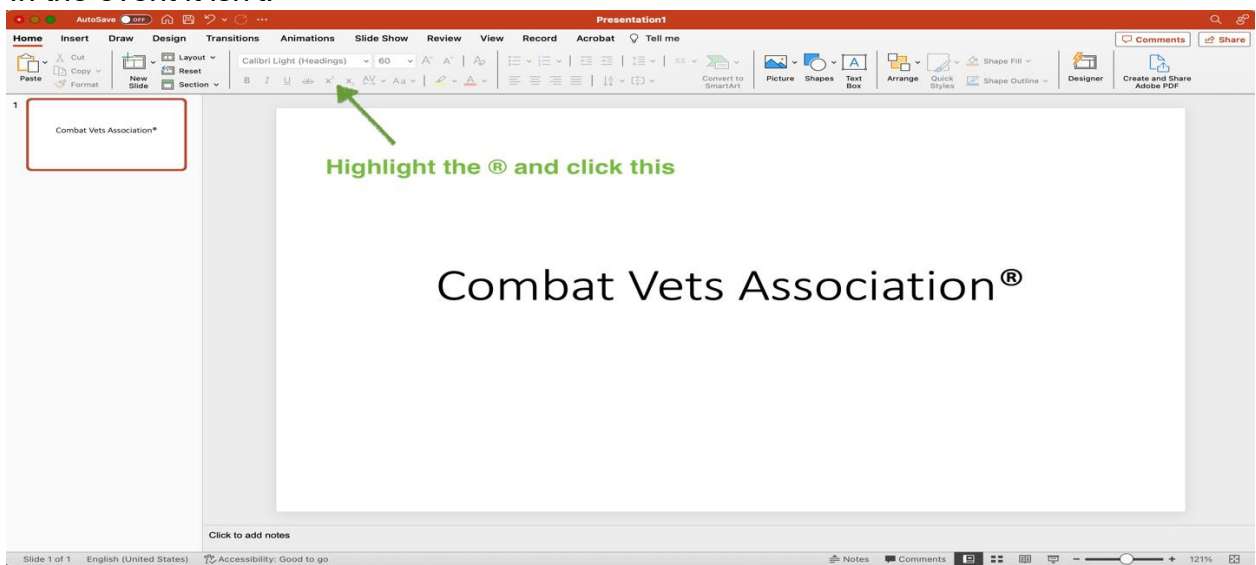
Or, right click on the ® and select "Font" then click the "x<sup>2</sup>"

## How to make the ® superscript in PowerPoint:

More than likely, it will already be made superscript, such as the example shown



In the event it isn't:



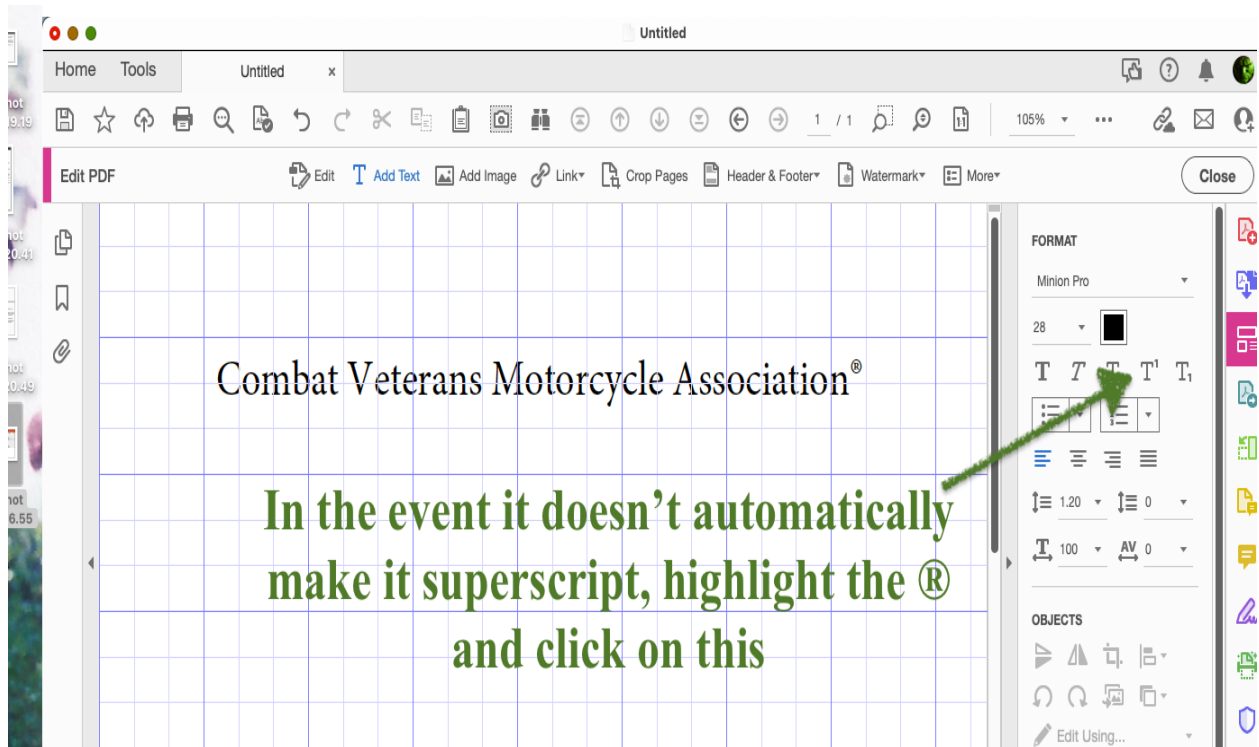
Or, right click on the ® and select "Font" then click the "x<sup>2</sup>"

### **MAC Users - Adobe Acrobat:**

Press the “Option” ((or Alt) ⌘) key and then press the “R” key at the same time

### **Windows Users - Adobe Acrobat:**

Press “ALT” and type “0174”



### **Mac Users - Google Docs:**

Press the “Option” ((or Alt) ⌘) key and then press the “R” key at the same time

### **Windows Users – Google Docs:**

Press “ALT” and type “0174”

### **How to make the ® superscript in Google Docs:**

MAC:

Highlight the ® and hold Command (⌘) and “+” and “.”

Windows:

Highlight the ® and hold CTRL and “+” and “.”