

# CVMA® License Use Application Process (LUAP)

Presentation by: NH State PRO Brittany “Dora” Welts





# Unless otherwise specified...

- **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 Intellectual Property



# License Use Applications: 4 Main Variants

(Member must be in good standing and not on admin hold)



# 1 - Vendors



# Vendors - Member

- A member wishes to make items using any of the CVMA's IP for gain and/or profit
- For each separate product bearing the IP, the member vendor fee is \$100 per good, for up to 10 separate products
- For any products beyond 10, the fee is \$50
- The term is for one year from the date of approval



# Vendors - Chapter, State, Region (CSR) Sponsored

- A CSR wishes to make items through 3<sup>rd</sup> party vendor, using any of the CVMA's IP for gain and/or profit
- Ex: coins or chips using the FM/AUX/SUP Logos and CVMA guardian bells.
- Term is defined as 3 years, from date of approval.
- No fee



## 2 - Single Use

- CVMA Member (in good standing), or CSR, that wishes to make 1 item, using any of the CVMA's IP for personal use and NOT for sale, profit, or personal financial gain
- Term is defined as long as only the submitting member or CSR has the item in their possession
- No fee for this
- Ex: engraved windshield for a bike or a Chapter trailer wrap



## 3 - CSR Sponsored Single Event

- A CSR wishes to make an item for one event, using any of the CVMA's IP for profit or gain
- Term is defined as no longer than 6 months past the event
- Ex: Chapter event or Nationals
- No fee



## 4 - Existing Inventory Addendum

- A CSR wishes to sell existing inventory of a once-approved LUA item
- Term is defined as one year from date of approval
- No fee



# Submitting the LUA



# Important Notes...

- An executed LUA is required prior to the production of any products bearing the IP
  - Only exception, unless otherwise specified, 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 prototype to show what it would look like
  - If the LuA request is not approved, that 1 item produces must be destroyed



# 1. A Sample product may be requested by NBOD to ensure quality of the product.

## Products submitted for consideration must include:

- Fully completed LUA signed by Owner, Chapter Commander (as Chapter approval authority), and vendor owner/manager (if applicable)
  - If the owner is the Chapter commander, then the XO shall sign as Chapter approval authority
- Leave NBOD Approval Identification No. **BLANK**
- Leave effective date on page 1 **BLANK**
- 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
- Necessary signatures, title, names, and member numbers (FM-0000), etc.
- Detailed description of **EACH** product to be considered
- Exact sketch/concept of submitted item will be attached at end of document



## 2. Products that shall be submitted for consideration:

- Products that use and/or incorporate any of CVMA's IP or any portion thereof, other than an ODL, unless otherwise specified



### 3. Products that shall NOT be considered for approval (not limited to the below) are listed in the Prohibited Items for Display with the CVMA Logo Policy

- Products that bring discredit upon CVMA (ex: incorporates drugs, pornography, racism, profanity, etc.)
- CVMA's IP that contains flames or what may be perceived as flames
- Products compromising alterations to the American Flag (ex: torn, burn, defiled, etc)
- 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
- Products that can be construed as a Motorcycle Club (MC) logo/symbol
- UDLs
- Items that are already produced and approved through the LUAP by other members, CSRs, or National Store



# Important Notes...

- 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 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.



Skully, ODL, & the Alpha-  
Omega Logo



# Skully & ODL

- Skully = skull & spade logo
- ODL = Skully with CSR nomenclature only and its use does NOT require NBOD approval
- Chapters & States shall use Arabic Numerals, Regions shall use Roman Numerals
- CSR nomenclatures shall be completely inside the spade
- ANY ALTERATIONS TO THIS REQUIRE NBOD APPROVAL
- Skull & ODLs will include the ® in the nook behind the jawbone
- FM Logo will not require the ® on Skully since the entire logo is trademarked



# Skully & ODL- ONLY authorized renditions



COLOR CSR ODL



SUBDUED CSR ODL



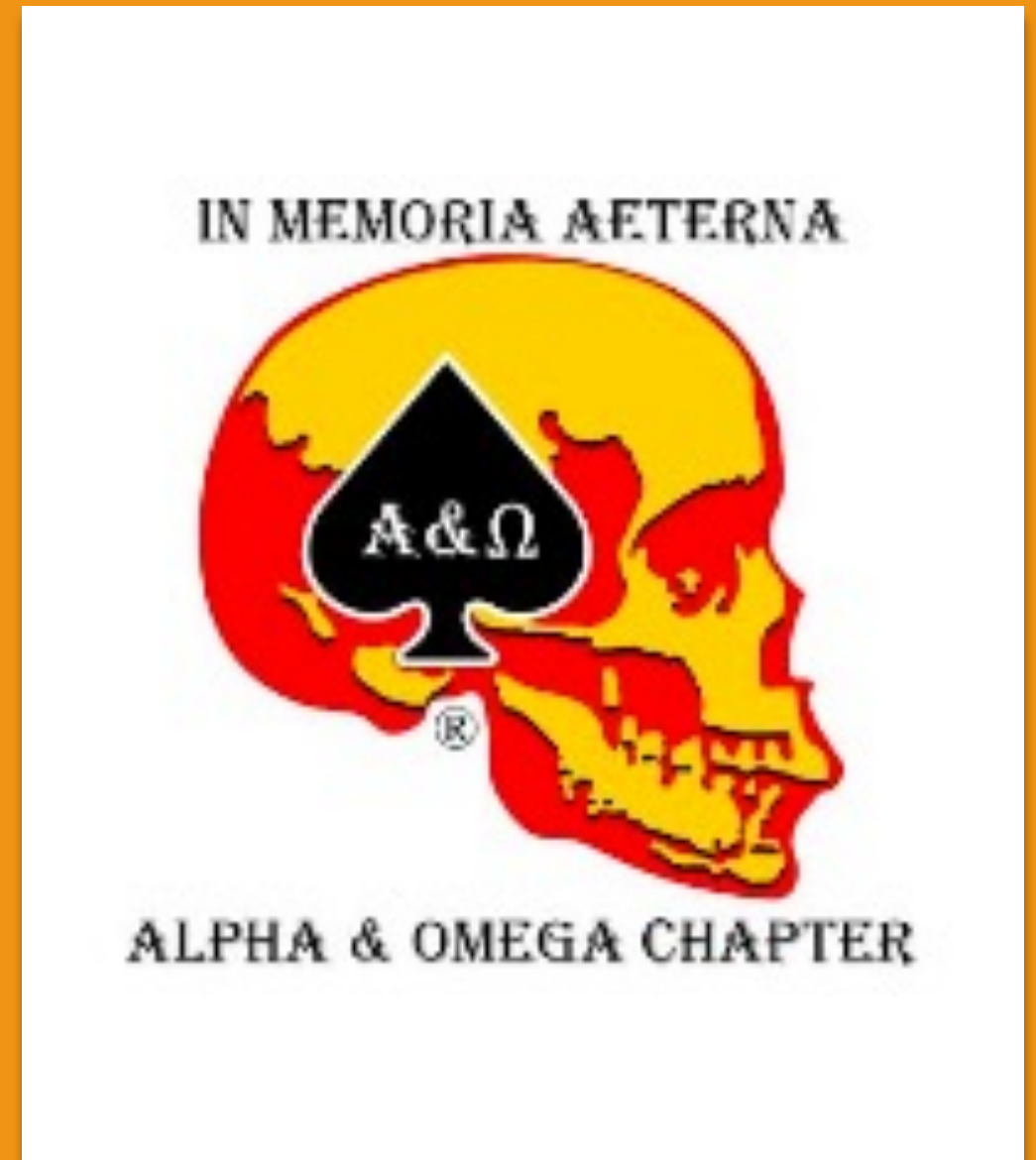
# Skully & ODLs Continued...

- Skully & ODLs will not be produced as a patch larger than four (4) inches
  - only exception is 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 Alpha-Omega Logo

- 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 (ex: patches, stickers, hats, shirts, etc.)
- There are absolutely NO exceptions





Authorized Mourning Logo (Digital  
Graphic Only)



# Authorized Mourning Logo

- 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<sup>®</sup> Graphics.
- The authorized Mourning Logo ((Below)on the left - without the Fallen Member information) is displayed below, followed by an example (on the right)):





# Naming Convention of CSRs



The names of the organization will include the <sup>®</sup> (superscript) at the end of the name (See Appendix A)  
CSRs will use the following identification:

- The Chapter's name must include the words "Combat Veterans Motorcycle Association <sup>®</sup>" in that order or "CVMA <sup>®</sup>", "Chapter" or State abbreviation and their Arabic Numeral Chapter designation as specified by the NBOD
  - Correct examples: Combat Veterans Motorcycle Association <sup>®</sup> Chapter 20-15, CVMA <sup>®</sup> CA 33-4, CVMA <sup>®</sup> NY 19, CVMA <sup>®</sup> SD, CVMA <sup>®</sup> XI
  - Incorrect Examples: TX 23-1, 32-1
- The State and Region's name must include the words "Combat Veterans Motorcycle Association <sup>®</sup>" in that order or "CVMA <sup>®</sup>"
  - 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



# Digital/Printed Items

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



# Digital /Printed Items

- 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 in accordance with prior guidance. The approving authority for this is the State Rep that's over their respective Chapter(s)
- 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
- 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
- Sanctioned Events
  - Sanctioned Events (see Sanctioning Events Policy) WILL USE our Logo/ODL . CSRs
  - will be listed IAW E. Naming Convention of CSRs as stated above.
  - 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).
  - Must state "Sanctioned Event".



Unofficial Design or  
Graphic



# Unofficial Design or Graphic

- The CVMA National organization will **no longer recognize** UDLs in any capacity or use within the CVMA.
- 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.
- Any new unofficial art, description, or item will not:
  - refer to the CVMA organization at any level.
  - use any CVMA IP.
  - use any CVMA assigned Chapter, State, or Region nomenclature or reference.



# Prohibited Items



# Products that shall not be considered for approval (not limited to list below)

- Products that bring discredit upon CVMA (e.g., incorporates drugs, pornography, racism, profanity, etc.); or,
- CVMA's IP that contain flames, or what may be perceived as flames; or,
- Products bearing alterations and/or modifications of the IP; or,
- 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,
- Products bearing a third party's IP, without permission from the third party (use the Trademark Release and Consent Form); or,
- Products that can be construed as a Motorcycle (MC) logo and/or symbol; or,
- 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.



Appendixes - How to do  
what was just told to you



# Appendix A - Logos & Skully

FM Logo



Skully



AUX Logo



FM Logo



Skully



SUP Logo





## Appendix B - Backpatches

- There are only 3 backpatches that contain CVMA IP: FM, AUX, and SUP
- There shall be no other backpatch made or produced that contains or utilizes any CVMA IP



**THIS IS WRONG!**

**THIS IS WRONG!**



# Appendix C - Filling out the LUA

- 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).
- Leave NBOD Approval Identification No. **BLANK**
- Leave Effective Date (page 1) **BLANK**
- 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.
- Necessary signatures, title, names, and member numbers (FM-0000, etc).
- A detailed description of **EACH PRODUCT** to be considered.
- An exact sketch/concept of the submitted item will be attached at the end of the document.



# Appendix D - ODL - Does not need an LUA (when used and unaltered)

- 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 ®" in that order or "CVMA ®" and their numeric Chapter designation as specified by the NBOD





# Appendix E - Digital/Printed Items

Includes Event Flyers, Online Digital Graphics, Business Cards, and  
Stationary

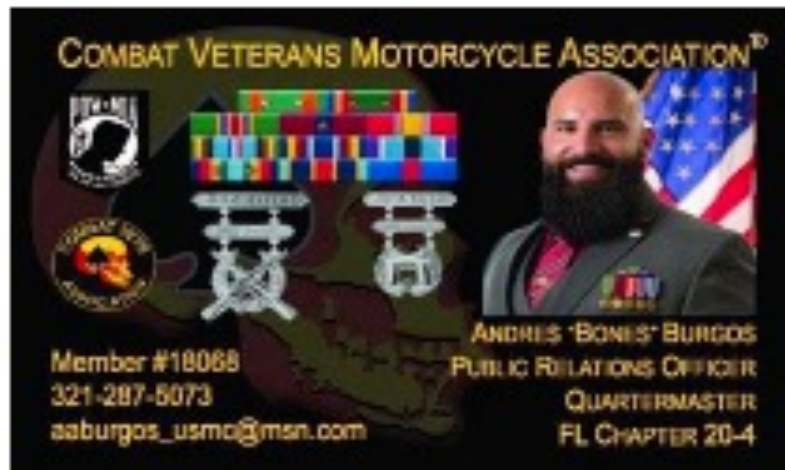
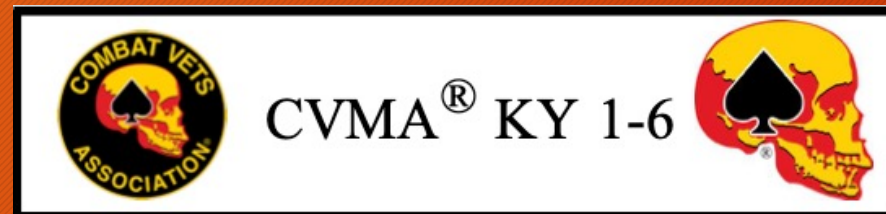


# State Representative Approval

- 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 previously
- 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 (ex: CVMA ® TX 23-18) with name and position (see next slide)



# Correct use of IP





## Appendix F - Example of a correct Regular & 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

**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

SHILOH 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 Items



# 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)

- Products that bring discredit upon CVMA (e.g., incorporates drugs, pornography, racism, profanity, etc.); or,
  - CVMA's IP that contain flames, or what may be perceived as flames; or,
  - Products bearing alterations and/or modifications of the IP; or,
  - 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,
  - 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,
  - Products that can be construed as a Motorcycle (MC) logo and/or symbol; or,
  - UDLs.
  - 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.



The next two slides are  
all PROHIBITED ITEMS



# Examples of Prohibited Items



Unofficial Design representing CVMA/  
using nomenclature



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



No ®



The below items alter CVMA IP - they are a NO GO





# Appendix H - Superscript



# Superscript<sup>®</sup>

## 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)



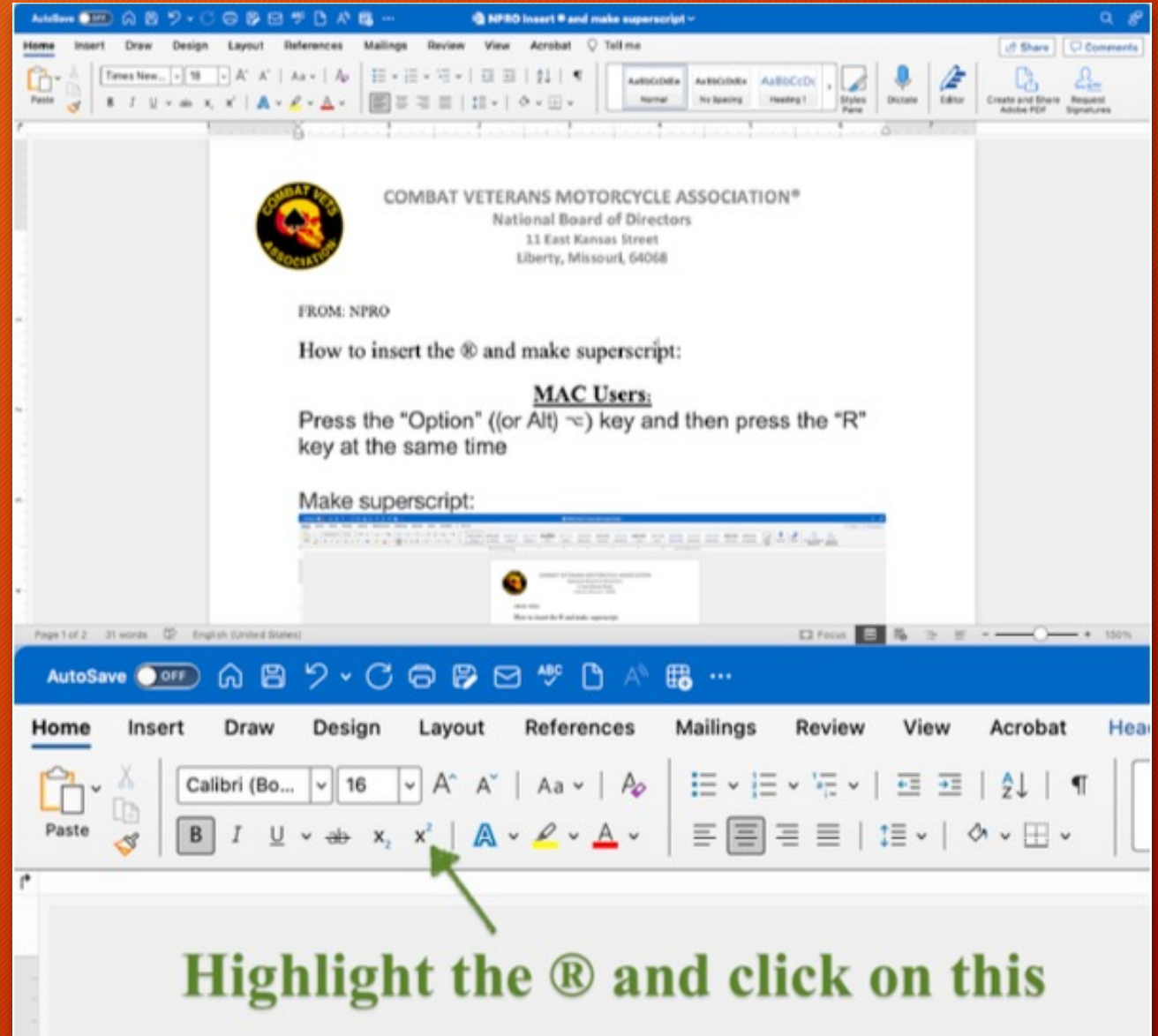


# How to make the ® Superscript

- 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



The screenshot shows the Microsoft Word interface with a document titled "NPRO Insert ® and make superscript". The document content includes the logo and address of the "COMBAT VETERANS MOTORCYCLE ASSOCIATION®", followed by the text "FROM: NPRO" and "How to insert the ® and make superscript:". Below this, it specifies for "MAC Users" to press the "Option" (or Alt) key and then the "R" key at the same time to "Make superscript:". A smaller inset window shows the Word ribbon with the "x²" button highlighted. At the bottom of the main screenshot, a green arrow points to the "x²" button in the Font group of the ribbon, with the text "Highlight the ® and click on this" in green.

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)

AutoSave OFF

Home Insert Draw Design Layout References Mailings Review View Acrobat

Calibri (Bo... 16 A<sup>^</sup> A<sup>v</sup> Aa A

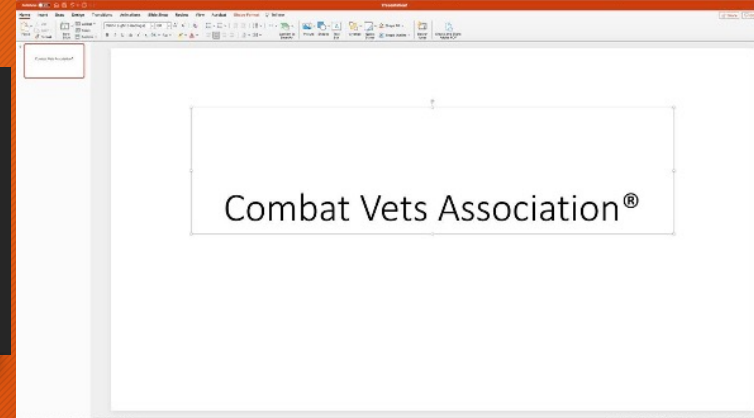
B I U x<sub>2</sub> x<sup>2</sup> A A A

Highlight the ® and click on this

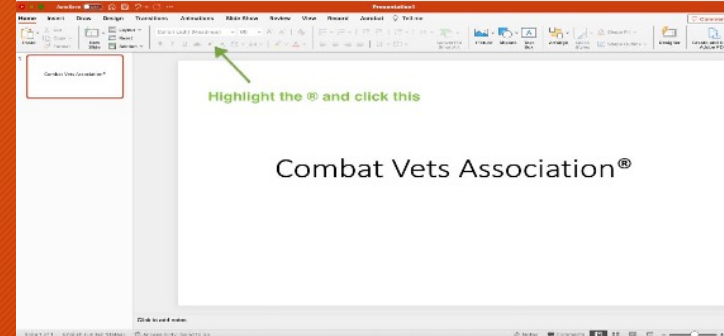


# How to make the ® Superscript in PowerPoint

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



In the event it isn't:



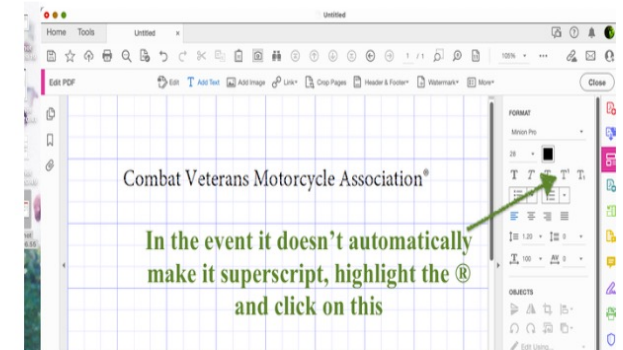
Or, right click on the ® and select "Font" then click the "x<sup>2</sup>"

## **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 "."