



Jr. Vice Commander & Adjutant/Quartermaster Training Conference

October 8-9, 2021

Use of Trademarks

Debra L. Anderson
Quartermaster General

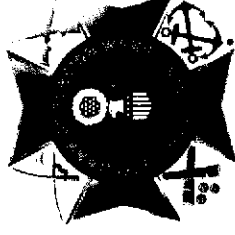
VFW Store

Kim Winston
VFW Store Custom Consultant

VFW Marks



UNWAVERING SUPPORT

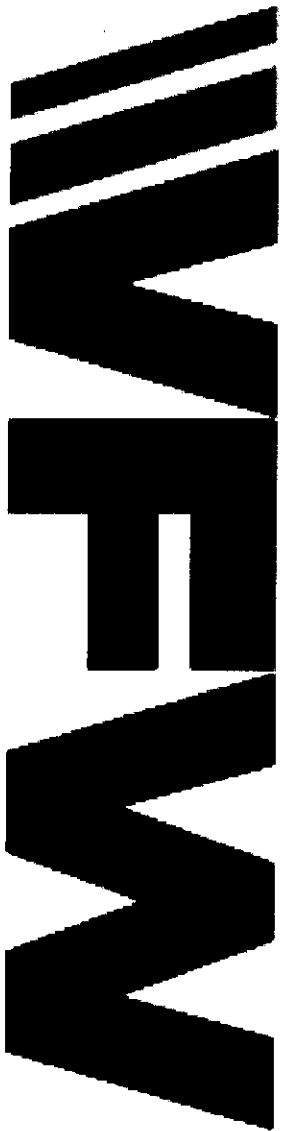


FOR UNCOMMON HEROES®

NO ONE DOES MORE FOR VETERANS®

Everything We Do, We Do For Veterans

VFW Logos



VETERANS OF FOREIGN WARS.

3

Cross of Malta



4

VFW By-Laws Section 803



- Section 803 of the VFW By-Laws clearly states the emblems of the organization belong to the Veterans of Foreign Wars of the United States and their use is controlled by the Quartermaster General, VFW National Headquarters. The emblems include the logo and all trademarked designs and words.
- No person, Post, District, County Council, State or Auxiliary, including members and officers, has authority to grant the right to manufacture, reproduce, or use the logo or name, to include Veterans of Foreign Wars, VFW, VFW Auxiliary or any form thereof, without written consent from the Quartermaster General.

5

Goals



Manage and Control Use of Trademarks

- Promote the VFW at all levels with a consistent, bold, unified voice. Allow posts, districts, and departments to promote their organizations consistent with the established brand. Prevent alterations that distract from or water down the brand.
- Promote the VFW Store as the source for VFW branded items, which in turn supports VFW programs. Expand the VFW Store product line to meet the needs of our members.

When Might You Want to Use the VFW Logo?



- Commander shirts, pins, coins
- Gifts and giveaways
- Car wrap or decal
- Fundraising items
- Event shirts or other items

7

Where Do You Go First?



- Catalog, Website, and Member Service Center
- VFW Store: Custom Consultant, Kim Winston, 816-968-1181, Kwinston@vfw.org
- Licensed Vendors
 - Pins/Coins – 4 Heroes, RM Corporation, Ranger Industries, Coinforce
 - Signs – Stewart Signs

8

If the VFW Store Cannot Provide the Items



Complete a VFW Trademark Authorization Request form

- Should come from the VFW entity, not the vendor
- Give as much detail as possible
- Allow 10 business days for processing

VFW Trademark Authorization Request



Date: _____

Instructions:

- Department and Post are authorized to use the VFW name, logo, or emblem for printed or digital use for VFW activities, such as the creation of brochures for membership drives, post events and other community outreach efforts, and do not need to submit this form. Contact logos for non-commercial use may be obtained from the VFW Communications Department by sending communications@vfw.org.
- The VFW STORE and its licensed vendors are the only authorized sources to use the VFW name and Cross of Malts on printed logo merchandise. Your first line of contact for merchandise is the VFW STORE. The VFW STORE can be reached at 1-800-833-8333, 406 West 34th Street, 11th Floor, Kansas City, MO 64111. Visit the VFW STORE online at www.vfwstore.com or call toll free 1-833-VFW-STORE (1-833-833-8333). If the VFW STORE is unable to assist, you may use this form to request authorization to use a third party vendor.
- If requesting items that cannot be produced by the VFW STORE or an Licensed Vendor, complete this form in its entirety and submit to the Quartermaster General's Office prior to production. Please allow ample time to process your request.

I request written permission to use the following logo, emblem and/or name exclusively for the purpose listed below:

VFW Logo - Veterans of Foreign Wars (see above)

Veterans of Foreign Wars of the United States' Name

VFW Cross of Malts

VFW Logo - No One Does More For Veterans

Veterans of Foreign Wars' Name

Other: _____

Item and Reason for Use: _____

When: _____

Where: _____

Quantity: _____

Color Variants (1 color, 2 color, full color): _____

File Format (jpg, tiff, pdf): _____

Predicting Company Information

Company Name: _____

Contact Name: _____

Address, City, State & Zip: _____

Email: _____

Phone Number: _____

I understand that any use of the VFW logo, emblem and/or VFW name requires prior written permission from the Quartermaster General of the Veterans of Foreign Wars of the United States. I understand that the use of the VFW logo, emblem and VFW name are the exclusive rights of the Veterans of Foreign Wars of the United States and any unauthorized use is a violation of federal law. I understand that the authorization, if given, may not be transferred and is subject to revocation at any time.

Signature: _____

Printed Name & Title: _____

Please return completed form to:
 Quartermaster General
 VFW National Headquarters
 406 West 34th Street, 11th Floor
 Kansas City, MO 64111
 E-mail: communications@vfw.org
 Fax: (816) 968-1129

Other Use Only

Approved: Yes No

Date: _____

Signature: _____



VETERANS OF FOREIGN WARS.

Printed and Digital Use



Departments and Posts are authorized to use the VFW name, logos, or emblems for **non-commercial printed and digital use for VFW activities**, such as the creation of brochures for membership drives, Post events and other community outreach efforts.

This is only for printed and digital material and does not include merchandise purchased for the event or activities.



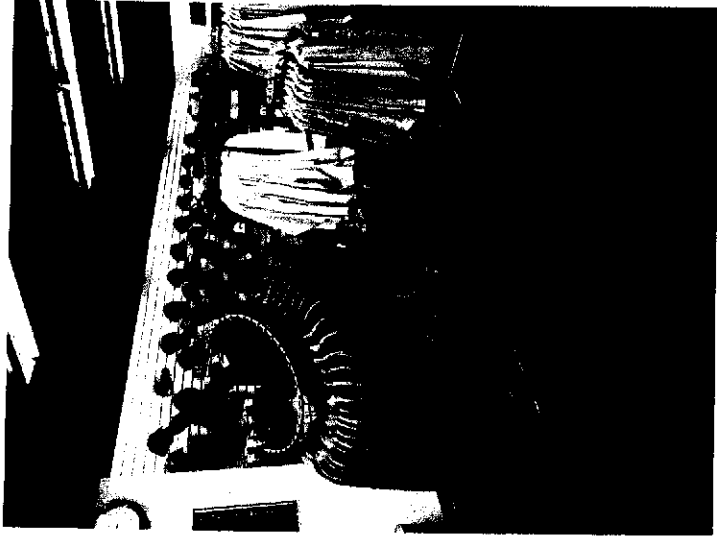
11

What You Can Do



- Help educate members on trademark protection and how to get customized items
- Promote use of the Store
- Report illegal products to Quartermaster General office

VFW STORE

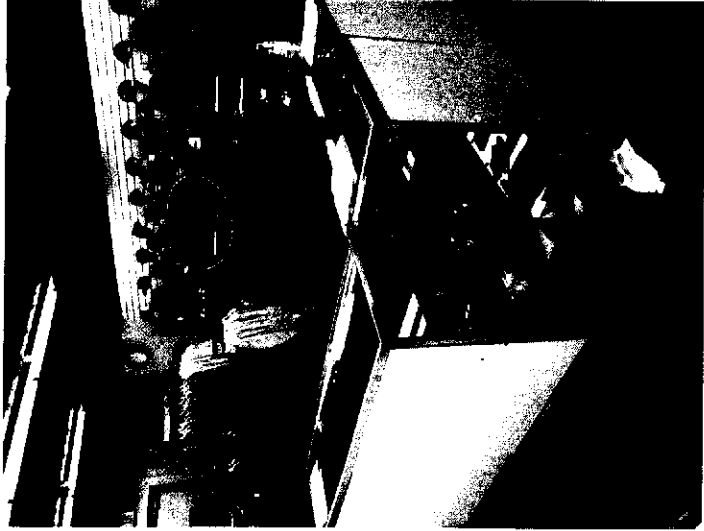


VFW
VETERANS OF FOREIGN WARS.



13

VFW STORE

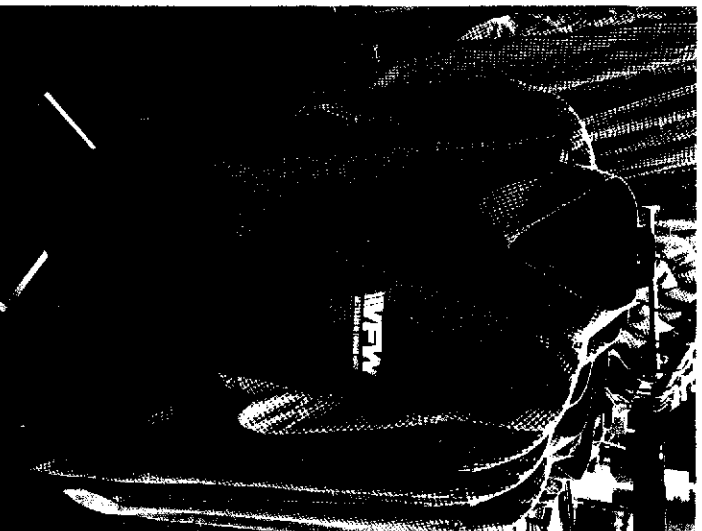


VFW
VETERANS OF FOREIGN WARS.

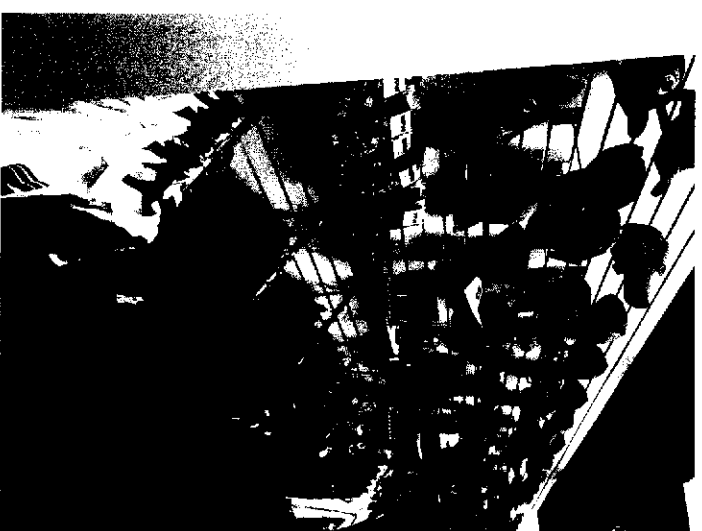


14

VFW STORE



VFW
VETERANS OF FOREIGN WARS.



VFW STORE

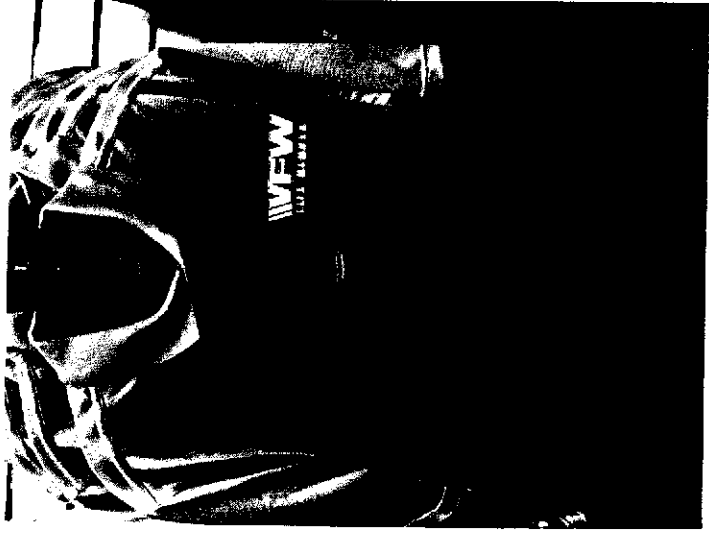


VFW
VETERANS OF FOREIGN WARS.



VFW STORE

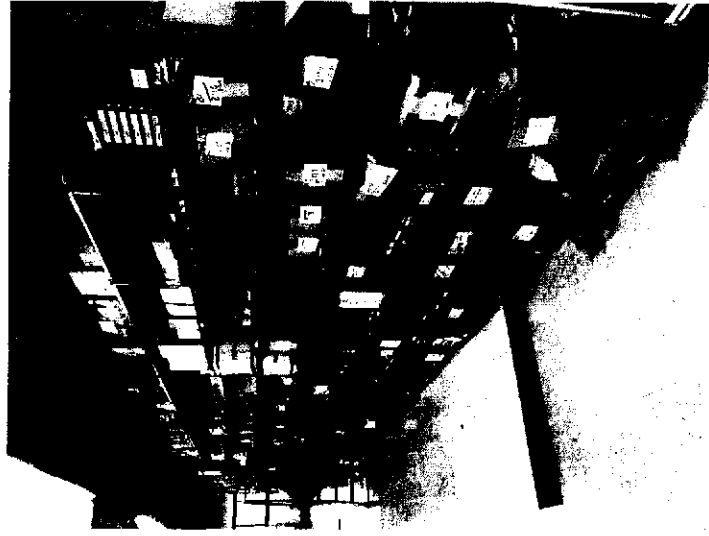
VFW
VETERANS OF FOREIGN WARS.



17

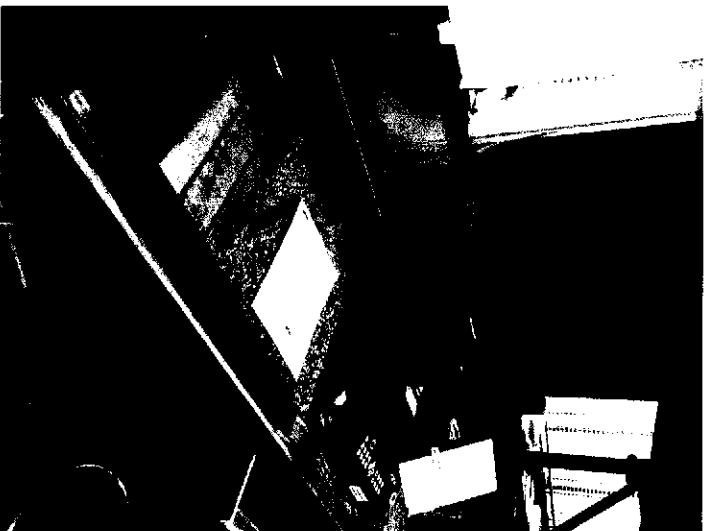
VFW STORE

VFW
VETERANS OF FOREIGN WARS.



18

VFW STORE



VFW
VETERANS OF FOREIGN WARS.



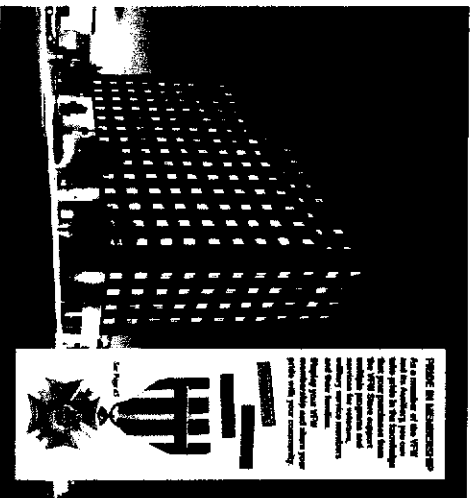
19

VFW Store

VFW
VETERANS OF FOREIGN WARS.

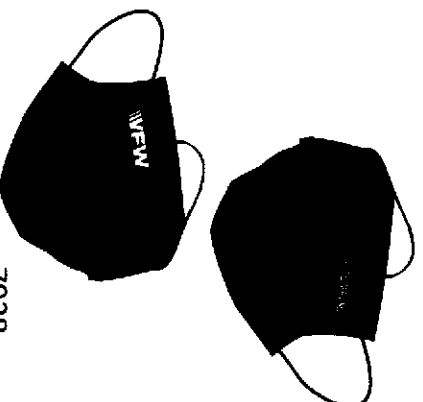
EMBLEM & SUPPLY
CATALOG 2021-2022

VFW
VFWSTORE.ORG



103 VFWETS-01-00000001 | VFWstore.org
Printed in the USA September 1, 2021 | August 31, 2022

- New 2021-22 catalog
- New products



7928

Stock Items



7816

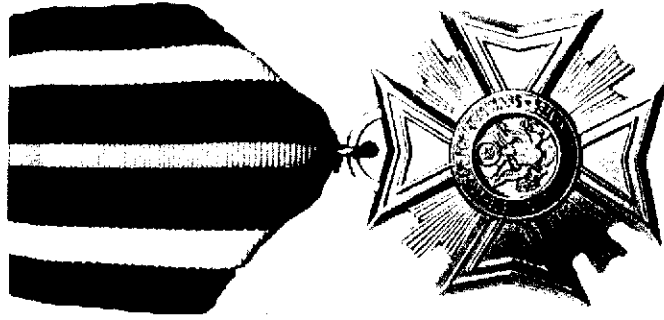


7916

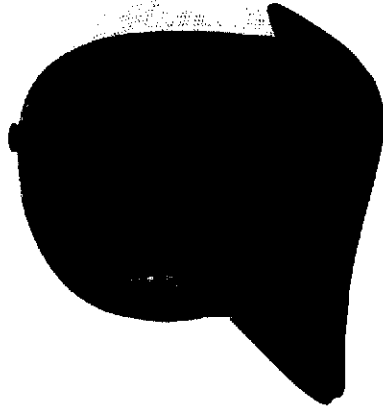
- Made in the USA

21

Stock Items



0090

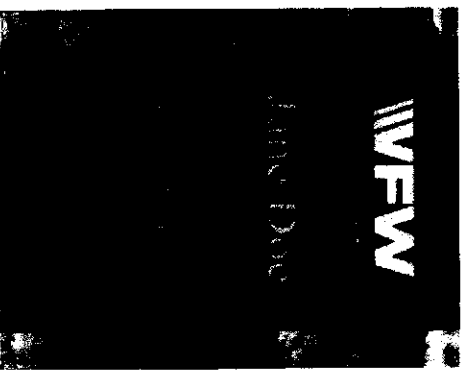


7262

- New membership medal with ribbon bars for life members and legacy life members
- New Life Member cap made in the USA

22

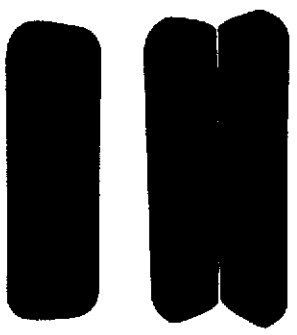
Stock and Personalized Items



1273



1288



1145

- Watercolor plaque
- Marble plaque with chiseled edges
- Pen case

Custom Orders



Kim Winston
816.968.1181
kwinston@vfw.org



Rebecca Noble
816.968.2731



rmoble@vfw.org



Outside Vendors



www.vfwstore.org/category/more/partnersandlicensedvendors

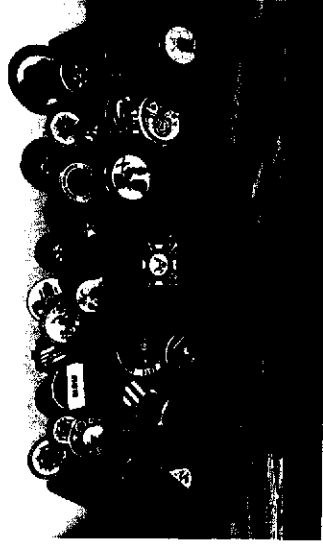
- A portion of your purchase from our licensed vendors comes back to the VFW to support military service members and their families.
- These are the only authorized sources to purchase branded merchandise.
- If the VFW Store is unable to assist with a custom product, you may submit the TRADEMARK AUTHORIZATION REQUEST FORM to use a third-party vendor.
- The form is at www.vfw.org/about-us/fag or email qmgeneral@vfw.org

25

Pins/Coin Vendors



- **4 Heros**, 4heros.com/vfw-and-auxiliary
888.727.5787
sales@4heros.com
- **Ranger Industries**, rangercoin.com
775.461.3725
info@rangercoin.com
- **Coin Force**, coinforce.com/vfw
253.682.2825
info@coinforce.com
- **RM Corporation**, rmcopins.com
508.695.6364
rmcopins@aol.com



26

Contact



- Website: VFWSTORE.ORG
- Call: 833.VFW.VETS (833.839.8387)
- Email: msc@vfw.org

Hank Ellis, Store Manager

816.968.1194, hank@vfw.org

Kim Winston, Custom Consultant

816.968.1181, kwinston@vfw.org

Kelly Durham, Office Manager

816.968.1191, kdurham@vfw.org