

# VFW Trademark Authorization Request



Date: \_\_\_\_\_

### Instructions:

- Departments and Posts are authorized to use the VFW name, logos, or emblems 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. Current logos for non-commercial use may be obtained from the VFW Communications Department by emailing [Communications@vfw.org](mailto:Communications@vfw.org).
- The VFW STORE and its licensed vendors are the only authorized sources to use the VFW name and Cross of Malta on apparel, caps and other merchandise. Your first line of contact for merchandise is the VFW STORE. The VFW STORE can assist with certain custom items even though they are not in the catalog. Visit the VFW STORE online at [www.vfwstore.org](http://www.vfwstore.org) or call toll free 1.833.VFW.VETS (1.833.839.8387). 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 its Licensed Vendors, 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)
- 'VFW' Logo – No One Does More For Veterans
- 'Veterans of Foreign Wars of the United States' Name
- 'Veterans of Foreign Wars' Name
- VFW Cross of Malta
- Other: \_\_\_\_\_

Item and Reason for Use: \_\_\_\_\_

When: \_\_\_\_\_ Where: \_\_\_\_\_

Quantity: \_\_\_\_\_ Use of Proceeds: \_\_\_\_\_

Color Version (1 color, 2 color, full color): \_\_\_\_\_ File Format (jpg, tif, pdf): \_\_\_\_\_

### VFW Information

Dept/District/Conference/Post \_\_\_\_\_

Contact Name and Title \_\_\_\_\_

Address, City, State & Zip \_\_\_\_\_

Email \_\_\_\_\_

Phone Number \_\_\_\_\_

### Producing 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.

Please return completed form to: \_\_\_\_\_

