



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. 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 Intellectual Property, together with the goodwill associated therewith.

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.

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

A. LUAs

There are four (4) main variants of LUAs:

1. Vendors
 - a. **Member** – A CVMA member, in good standing, that wishes to make items, using any of the CVMA’s Intellectual Property (See attached Appendix A), for gain and/or profit. For each separate product bearing the Intellectual Property, 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 Intellectual Property (see Appendix A attached), 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.
2. **Single-Use** – a CVMA member in good-standing, or a CSR, that wishes to make 1 item, using any of the CVMA’s Intellectual Property (see above), 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.
3. **CSR Sponsored Single Event** – a CSR that wishes to make a particular item for one event, using any of the CVMA’s Intellectual Property (see above), 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.
4. **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 Intellectual Property. The only exception, unless otherwise specified in this document, is incorporation of the Intellectual Property in an Official Designee Logo (ODL).

All products submitted through the LUA Process for Approval shall be done so prior to production.

- 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 business/vendor owner (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 Intellectual Property, or any portion thereof, other than an ODL, unless otherwise specified in this document; and,
- (2) Unofficial Designee Logos (UDLs) through the UDL Process.

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 Intellectual Property.
- (4) Products comprising alterations to the American Flag (i.e., torn, burned, defiled, etc.)
- (5) Products bearing a third party's intellectual property, 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 will not be made into a patch larger than 4 inches.
- (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 and ODL

The ODL is the Skull and Spade logo ("Skully") with (CSR) nomenclature only (see below) and its use does not require CVMA 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. ODLs may be used with the any of the Intellectual Property belonging to the CVMA, as listed in Appendix A attached, with their SR approval.

Skully and ODLs will include the ® (subscript) either in front of the lower chin or in the nook behind the jawbone. The FM Logo will not require the ® on Skully since the entire logo is trademarked. The names of the organization will include the ® (superscript) at the end of the name (See Appendix A).



COLOR CSR ODL



SUBDUED CSR ODL

The Official Alpha-Omega ODL is attached and 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.).

IN MEMORIA AETERNA



ALPHA & OMEGA CHAPTER

Skully will not be produced as a patch larger than four (4) inches in diameter without NBOD approval. ODLs will not be produced larger than four (4) inches as a patch. 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.

Items bearing Skully (not FM, AUX or SUP Logo) and ODLs, 4 inches and under in size, may be sold to the general public.

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

CSRs will use the following identification:

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

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

Incorrect examples: **TX 23-1**
19-2

- 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 if it's a state event or mention.

"Region" followed by the correct Roman Numeral that corresponds to the Region.

F. Digital/Printed Items

These items include event flyers, digital graphics, canopies, banners, 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 approval so long as the Chapter's name and nomenclature are spelled out (i.e. Combat Veterans Motorcycle Association® WY 36-1). The approving authority for this IS the State Rep that are over their respective Chapter(s). Our logo/mark will not be used in or on anything that demeans and undermines the Association and its values.
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. If you are using the Association's FM, SUP or AUX Logo(s) with your ODL, and/or Chapter name only (i.e. Combat Veterans Motorcycle Association® SC 34-2), it will NOT require approval.
4. Sanctioned Events
 - a. Sanctioned Events (see Sanctioning Events Policy) WILL USE our IP (Intellectual Property)
 - b. Our IP will have prominence over any other logo or IP on Sanctioned Events graphics, including flyers, post cards, bulletins, etc.

G. UDL







UDL usage with CVMA IP:

1. Every CSR is entitled to one (1) UDL, which shall include that corresponding nomenclature; and,
2. All UDLs, including those approved currently, shall be revised to contain the CSR nomenclature; and,
3. All UDLs shall be submitted through the UDL Process on the License Use Request landing page, under Administration; and,
4. The CVMA IP (Logos and Names) **SHALL** be located on the left/top side of the item or media and **SHALL NOT** be smaller than the UDL. Our IP shall have prominence.

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

Mark	Country	Registration No.
COMBAT VETS ASSOCIATION®	USA	6085367
COMBAT VETERANS MOTORCYCLE ASSOCIATION®	USA	5797011
CVMA®	USA	6080146
AUXILIARY COMBAT VETS®	USA	6436851
SUPPORTER COMBAT VETS®	USA	6481462
	USA	2878643
		
	USA	6151261 VA 2-304-370
		
	USA	6436851
	USA	6481462