

**Lions Clubs International – Multiple District 36
Policy Manual
Chapter 10 - C
Exhibit B
Directives from LCI Related to Lions Name, Emblem and Marks Use**

In compliance with the trademark laws of various countries where Lions clubs are chartered, the International Board of Directors enforces an EMBLEM USE POLICY setting out guidelines for the use of the Lions Clubs International Emblem and the marks "Lions," "Lions Club," "Lions International," and "Lions Clubs International." The full EMBLEM USE POLICY found in the District Governors Manual, 2003-2004, sets out the following regulations:

The Official Lions Emblem

Protecting the integrity of the Lions Clubs International emblem and guarding against unauthorized use by non-members is one of the responsibilities of the Legal Division at International Headquarters. As an officer of Lions Clubs International, you are also part of this effort, which includes the protection of our registered trademarks worldwide.

Each elected international officer, as defined in Article IV, Section 1 of the International Constitution, will be requested to sign a statement pledging to uphold the Lions Clubs International Emblem Use Policy. This statement shall be in a form approved, from time to time, by the International Board of Directors

The emblem of the association is registered under trademarks in countries around the world. There is only one official Lions emblem to be used for all authorized purposes. It cannot be used without official permission.

The unofficial “dog face” emblem is not to be used.

Use of Lions Name and Emblem and the Marks “Lions,” “Lions Club,” “Lions International” or “Lions Clubs International”

1. As a matter of legal protection to Lions Clubs International and its member clubs, the association’s name and emblem (and variations thereof) are registered as trademarks in countries around the world. As the owner so protected, the association has a corresponding legal obligation to be alert to infringements thereon, and to take all necessary steps to prevent, and to provide against legal risks that may flow from unauthorized use thereof.
2. In fulfillment of this legal obligation, the International Board of Directors, through its general counsel, seeks prompt cessation of any unauthorized use of the

association name and emblem and the marks “Lions,” “Lions clubs,” “Lions International” or “Lions Clubs International.” Further, it has established the following rules of policy:

- a. No item bearing the Association name or emblem or the marks “Lions” or “Lions club” or “Lions International” or “Lions Clubs International” may be sold or otherwise distributed to Lions or Lions clubs or districts or the public except upon express written permission of the general counsel or the Club Supplies and Distribution Division.
- b. No Lions, Lions club or Lions district may use the association emblem on any item sold to Lions or to the public for fund-raising purposes. A special “Lions Club Fundraising Activity” seal has been created for this purpose and may be used only upon written permission granted by the general counsel.
- c. No manufacturer, printer, producer, promoter, publisher, entrepreneur or enterprise in any form, be it profit or non-profit in nature, may employ the association name, goodwill, trademarks, service marks, emblem, seal, insignia, the marks “Lions,” “Lions clubs,” “Lions International” or “Lions Clubs International” or any indicia thereof in any manner whatsoever except upon license granted by the International Board of Directors or the general counsel or the Club Supplies and Distribution Division.
- d. No Lions district or other group of Lions clubs may use the association name or emblem or the marks “Lions,” “Lions clubs,” “Lions International” or “Lions Clubs International” in connection with any district or group project except upon express written license granted by the International Board of Directors. Applications for such use are available from the association’s Legal Division and shall be submitted to the board. No such application shall be approved unless the proposed activity (in whatever legal form it may exist) is controlled by the Lions clubs or district or districts involved and participation by Lions clubs or club members is on a strict voluntary basis and without any necessity to contribute monies thereto in the form of dues or otherwise.
- e. Districts (single, sub-, provisional and multiple) are to use their district designations before the phrase “Lions Clubs International” in connection with the sponsorship of any district project. This will avoid any misunderstanding concerning the sponsorship of an activity or project.

**Permission to Use Association Name and
Emblem and/or the Marks “Lions,”
“Lions Club,” “Lions International” or
“Lions Clubs International”**

1. The board of directors shall and hereby does authorize and direct the general counsel to grant permission and license to Lions clubs to use the association emblem and the

marks “Lions,” “Lions clubs,” “Lions International” or “Lions Clubs International” in connection with any lawful activity project of a club so long as it is not used on any sale item nor on any item available through the Club Supplies Division.

2. The association’s emblem and the marks “Lions,” “Lions clubs,” “Lions International” or “Lions Clubs International” may be used in connection with the name and/or emblem of a sponsor of a Lions club project upon the following terms and conditions:
 - a. If the project is a club(s) and/or district (single or sub-) project, that the sponsor be approved by the respective district cabinet and the association’s general counsel.
 - b. If the project involves more than one sub-district and/or multiple district, that the sponsor be approved by the respective multiple district council and the association’s general counsel.

**Lions Emblem, Lioness Emblem, Leo Emblem
and/or the Marks “Lions,” “Lions Club,”
“Lioness,” “Leo,” “Lions International”
or “Lions Clubs International,”
Use: Re Trading Pins**

Convention trading pins bearing the Lions Emblem:

1. Henceforth Lions Clubs International will provide for the manufacture and sale of convention trading pins solely through license agreements with approved licensees and henceforth Lions club members, Lions clubs and districts. Lioness clubs and Leo clubs shall obtain convention trading pins directly and solely from said licensees.
2. Convention trading pins (individual, club, district, single, sub- or multiple) may be - purchased for trading or gift purposes only and cannot be purchased for resale, except after a period of three (3) years from date of manufacture at which time the pin may be sold as a “collectible.” A district or club, as the case may be, may recover from its respective clubs or members the costs, including handling and administrative costs, reasonably related to the purchase and distribution of such pins.

Other Items Bearing the Lions Emblem

All other items, except supplies purchased under license arrangement, bearing the Lions emblem, Lioness emblem, Leo emblem and/or the marks “Lions,” “Lions club,” “Lioness,” “Leo,” “Lions International” or “Lions Clubs International” must be ordered from Lions Clubs International Club Supplies and Distribution Division, and

shall be billed to the respective club or district by Lions Clubs International at a reasonable price established by the Club Supplies and Distribution Division.

Non-Dues Revenue Programs and Use of the Lions Name and Emblem

The association, from time to time, will offer special non-dues revenue programs and services to all members, wherever feasible. Royalty income derived from the use of the Lions Clubs International name and emblem on such offerings will accrue to the general fund.

A district (single, sub-, transitional, provisional and/or multiple, hereinafter referred to as "district"), Lions-sponsored foundations, Lions Clubs or other Lions-sponsored entities may offer non-dues revenue programs and services within its defined boundaries, subject to the following terms and conditions:

1. The non-dues revenue program or services will not compete or otherwise conflict with an existing program, existing at the April 10, 2000 adoption of this policy, sponsored by Lions Clubs International. Except as authorized by the International Board of Directors, permission will be granted to use the Lions name and emblem in connection with the sponsorship of said programs only where a similar program is not currently in existence.
2. The district, foundation or Lions entity interested in sponsoring a non-dues revenue program or service shall be required to apply for use of the Lions name and emblem. The application shall include a resolution of support by the sponsoring multiple district's council of governors or district cabinet, respectively. The association may require such other documentation as it deems necessary to consider the application.
3. If authorization is granted to use the Lions Club name or emblem, the sponsoring district, foundation or entity agrees to review all solicitation materials, including any Internet web-site content, to ensure that the same are consistent with appropriate - standards. Before solicitation begins, all material including proposed web-site design, must be submitted to the international office for approval.
4. The identity of the sponsoring Lions district, foundation or entity must be clearly identified on the solicitation materials or web site.
5. The sponsoring district, foundation or entity and the non-dues revenue vendor, through which the offering is sponsored, agree to pay a royalty of 10% of the lesser of the gross revenue or net profit received by the Lions district, foundation or entity from the vendor as a royalty for use of the association's name and emblem. The Finance Division at Lions Clubs International will communicate with each licensed district annually to determine royalty owing to the association. Each district, foundation and sponsoring Lions entity is encouraged to reserve the right to inspect all relevant records and documentation of the vendor to verify the accuracy of the royalty.

6. The International Board of Directors reserves the right to cancel the license to use the Lions Club name and/or emblem upon giving notification to the sponsoring district, foundation or Lions entity and, if known, any vendor. If appropriate and feasible, any such termination would take into consideration opportunities for contract mitigation.

In the event Lions Clubs International cancels the license to use the association's trademarks, the vendor is required immediately to cease and desist from promoting the availability of the non-dues revenue offering.

7. Any district, foundation, or Lions-sponsored entity which at the time of adoption of this policy is sponsoring a non-dues revenue program or offering incorporating the Lions Club name or emblem will be permitted up to six (6) months to comply with this policy.

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