

National Emblem Sales

National Emblem Sales has available a wide variety of merchandise including American Legion and Auxiliary decals, uniforms, gifts for outgoing officers, bookkeeping materials, gifts, fashion apparel, etc. National Emblem Sales distributes merchandise catalogs to every Post Commander, Post Adjutant, and Unit President. Additional copies can be obtained by calling toll-free at 1-888-453-4466.

Additionally, National Emblem Sales has been delegated, by the National Adjutant, the task of administering use of the emblem on manufactured goods. The name and emblem of The American Legion are registered service marks in the U.S. Trademark Office and are protected by criminal and civil enforcement provisions of federal law (18 U.S.C. S 705 and 36 U.S.C. SS 44 and 48). However, by authority of May 1947 Resolution Number 71, the National Organization may grant permission to use the name and emblem in accordance with Resolution Number 71, other Resolutions and U.S. Trademark Law. In order for permission to be granted, a request must be submitted in writing, through Department Adjutant who will forward the request to National Emblem Sales. The following information must be included with the request: 1) name and address of requesting Post, 2) name and address of manufacturer, 3) description of item to be manufactured, 4) quantity to be manufactured, 5) cost each, 6) assurances that the item is made in the United States, 7) purpose of which item is to be used (must be for Post use, not purchased for re-sell). Authority may then be granted on a one-time basis only; additional orders require new authority, and the manufacturer must not produce more items than that being ordered.

National Emblem Sales is pleased to serve you regardless of your requirements. During your continuing activity in The American Legion, you will find this service division of valuable assistance in carrying out the programs of your Post. See page 4-51 for official form to use.

Use of The American Legion Emblem

The use of the emblem by an **individual Legionnaire** is limited to the wearing of the official insignia and to the possession of authorized jewelry or merchandise bearing the insignia.

Posts are confined to using the emblem or reproduction of the emblem on stationery, Post publications, notices, Posters or placards, or matters of similar character used in the ordinary routine and conduct of legitimate Post business.

Departments are similarly limited. Any other use of the name "The American Legion" or the emblem shall be subject to the approval of the National Adjutant as described earlier in accordance with Resolution Number 71.

Request for Use of American Legion Name or Emblem on Merchandise

The name and emblem of The American Legion are registered service marks in the U.S. Trademark Office and are protected by criminal and civil enforcement provisions of federal law (18 U.S.C.S. 705 and 36 U.S.C.SS 44 and 48). By authority of May 1947 Resolution 71, the National Adjutant or his designated representative (Director, National Emblem Sales), may grant limited permission to use the name and emblem in accordance with Resolution Number 71, other Resolutions and U.S. Trademark Law. In order to gain permission for limited use of the name or emblem, complete the form provided on the next page and forward it to your Department Headquarters, attn: Department Adjutant. Your Department Headquarters will forward the completed form to National Emblem Sales. Please note that the member or Post purchasing the merchandise must request permission and permission is granted directly to U.S. Manufacturers only.

Any permission given will be granted on a one-time basis for a given quantity. Additional orders will require new authority and the manufacturer must not produce more items than being ordered. Permission will be given with the caveat that all material used will specifically identify the Post. If the merchandise requested is available through National Emblem Sales, you will receive a quote for the merchandise or a one-time limited permission. If the merchandise is not available through National Emblem Sales, you will receive a one-time limited permission or denial of permission. If you are ordering an outdoor sign for the Post, the only licensed manufacturer of American Legion Post outdoor signs is the J. M. Stewart Company, 2201 Cantu Court, Suites 217-218, Sarasota, FL 34232, and they can be reached at (800) 237-3928.

The official American Legion form requesting permission to use the name and/or emblem in accordance with Resolution Number 71 follows on the next page.

Please completely fill out the form on the next page and fax or mail it to the Department Headquarters.

**FILL OUT FORM COMPLETELY AND FAX OR MAIL TO
DEPARTMENT HEADQUARTERS**

Purchaser Information	Manufacturer Information
Post Number _____	Name Of Business _____
Address _____	Address _____
City _____ State _____ Zip _____	City _____ State _____ Zip _____
Contact Person _____	Contact Person _____
Member I.D. # _____	Telephone # _____
Telephone # _____ Evening _____	Product in all parts made in U.S.A.? Yes _____ NO _____
Product Description _____ _____ _____	If No, Please attach an explanation.
Quantity _____	Imprint Instructions Provide rough sketch below or attach artwork.
Price _____	
Purpose/Use of Product _____ _____ _____ _____ _____	

DEPARTMENT USE

FOR OFFICE USE ONLY

NATIONAL USE

<input type="checkbox"/> Recommend Approval <input type="checkbox"/> Recommend Denial	<input type="checkbox"/> Approved <input type="checkbox"/> Referred <input type="checkbox"/> Denied
Department Adjutant	National Adjutant or Designated Representative (National. Emblem Sales)