

## **DID YOU KNOW THAT THE NAME "ROTARY" AND THE ROTARY EMBLEM ARE REGISTERED TRADEMARKS?**

**Please help Rotary International protect its intellectual property!**

Rotary International is the worldwide owner of numerous trademarks ("Rotary Marks") including



"ROTARY," "ROTARY CLUB," "ROTARY INTERNATIONAL," "RI," "ROTARY.ORG," "ROTARIAN," "THE ROTARIAN," "INTERACT," , "INTERACTIVE," "ROTARACT," , "PAUL HARRIS FELLOW," "PAUL HARRIS FELLOW AND DESIGN" (THE IMAGE OF PAUL HARRIS), "THE ROTARY

FOUNDATION," "THE ROTARY FOUNDATION OF ROTARY INTERNATIONAL," "TRF," "ANNUAL PROGRAMS FUND FOR SUPPORT TODAY," "THE PERMANENT FUND TO SECURE TOMORROW," "YOUTH EXCHANGE," "ROTARY YOUTH LEADERSHIP AWARD," among others. The "Rotary" name and the Rotary Emblem, as well as various other of the Rotary Marks, are registered trademarks in more than 50 countries.



The Rotary Marks should be protected from unauthorized use. The RI Board of Directors has adopted guidelines that allow a Rotary club, district and other Rotary Entities to use the Rotary Marks. In fact, the Board is entrusted with authority to maintain, preserve and otherwise protect the use of the Rotary Marks under Section 18.010 of RI's bylaws. The following is general information about the Rotary Marks. Please familiarize yourself with Chapter 17 of the Manual of Procedure 2007 and RI Code of Policies Articles 33 and 34.

### **USE OF THE ROTARY EMBLEM AND ROTARY MARKS**

The name "Rotary" and the Rotary Emblem without an identifier, such as the name of a club, district, or other Rotary Entity, refer to the entire organization of Rotary International. For this reason, Rotary clubs, districts and other Rotary Entities must use their name in close proximity to and in equal prominence with the Rotary Emblem and immediately following or preceding the "Rotary" name.

Neither the Rotary Emblem nor any of the Rotary Marks may be altered, modified or obstructed, nor reproduced other than in their complete form. The Rotary Emblem may be printed in any single color or in two colors. When it is printed in two colors, it must be reproduced in its official colors of royal blue (PANTONE® 286 Blue) and either metallic gold (PANTONE® 871 Metallic Gold) or gold (PANTONE® 123 C or 115 U Gold [yellow]). The Rotary Emblem should never be printed in more than two colors.

The most common improper reproductions of the Rotary Emblem are as follows: 1) not reproducing the Rotary Emblem in its entirety, 2) the keyway is missing from the center of the Rotary Emblem, 3) the keyway is filled in, and 4) the Rotary Emblem is partially covered or modified. In order to preserve the integrity of the Rotary Emblem, District Governors always should reproduce the Rotary Emblem in its entirety and according to RI Board guidelines for use of the Rotary Marks and encourage the Rotary clubs in their district to do the same. Please bring improper uses to the club's attention. Many of the Rotary Marks may be downloaded from Rotary Logos on CD can also be purchased online at [www.rotary.org](http://www.rotary.org).

### **"ROTARY EMBLEM MERCHANDISE"**

The RI Board of Directors has developed a licensing system to provide high-quality products and services to Rotarians worldwide and to maintain and protect the integrity and use of the Rotary Marks. There are more than 300 licensed vendors (individuals, Rotary clubs and corporations) authorized to produce merchandise using the Rotary Marks. Through the licensing system, RI maintains control over who is reproducing and/or selling its intellectual property and the manner in which its intellectual property is reproduced and sold. This control also helps to maintain

consistent quality in the reproduction of the Rotary Emblem and other Rotary Marks, ensuring accurate and faithful reproduction on quality goods.

Any individual or company wishing to sell goods containing the Rotary name, the Rotary Emblem or any of the other Rotary Marks (all collectively referred to as "Rotary Emblem Merchandise"), including those companies that manufacture the goods, must be licensed by RI. Rotary clubs or districts should only buy merchandise bearing the Rotary Emblem or other Rotary Marks from individuals or companies that are licensed by RI. A list of Official Licensees is published annually in *the RI Official Directory* and on the "Shop" Web page of [www.rotary.org](http://www.rotary.org). Please report non-licensed vendors selling Rotary Emblem to the Licensing Section.

Because clubs and districts often wish to sell merchandise with the Rotary Marks in connection with a specific fundraising project of a limited duration, the RI Board has authorized a limited exception to licensing (RCP 34.040.2.). Under this event-specific fundraising exception, a Rotary club, district, or other Rotary Entities may sell merchandise bearing the Rotary Marks without a RI license when they are promoting projects of a limited duration, provided that the merchandise contains all of the following: 1) the name of the club or district in close proximity to and equal prominence with the Rotary Mark, 2) the name of the fundraising event or project, and 3) the date or duration of the event or project. (See Exhibit I.) RI urges all Rotary clubs and districts to purchase merchandise bearing the Rotary Marks, including customized merchandise for a specific event or purpose, only from RI's Official Licensees.

Long-term fundraising projects involving the production or sale of merchandise bearing the Rotary Marks require a license from RI. For questions about licensing, including whether a Rotary club or district project requires a license, contact RI's Licensing Section at e-mail: [rilicensingservices@rotary.org](mailto:rilicensingservices@rotary.org), phone: 847-866-4463, facsimile: 847-866-6977, address: 1560 Sherman Avenue, Evanston, Illinois 60201, U.S.A.

## **DISTRICT CONFERENCE AND DISTRICT DIRECTORY**

Those attending your district conference may enjoy purchasing Rotary Emblem merchandise or souvenirs specific to the district conference, thus consider renting "exhibit booth" space to RI's Official Licensees. When seeking to sell advertising space for your district directory, you also may wish to contact RI's Official Licensees.

## **CORPORATE SPONSORSHIP AND COOPERATING ORGANIZATIONS**

The RI Board has made a commitment to the careful development of sponsorship opportunities and cooperative relationships for RI and the Board has adopted guidelines regarding sponsors and cooperating organizations, which are available through your Club and District Support representative or at [www.rotary.org](http://www.rotary.org). These guidelines help ensure the proper use of the Rotary Marks for sponsorship purposes and protect both your club or district and the integrity of the Rotary Marks.

Also, neither the ROTARY name nor the Rotary Emblem should be used in connection with the name or logo of any other organization or company, except in accordance with RI's sponsorship and cooperative relationship policies. (RCP 33.010.2, 33.010.4, 33.010.7, 33.0206, 11.040.6)

## **PUBLICATIONS**

A Rotary club or district Web site and newsletter are "publications." Content and design of such publications must conform to current RI policies concerning use of the Rotary Marks, domain names (RCP 52.020.1) and circularization and solicitation. Whenever the name "Rotary," the Rotary Emblem or other of the Rotary Marks are used, Rotary clubs and districts should use the further identifier of the name of the Rotary club or district involved. When selecting a domain name that includes the word, "Rotary," Rotary clubs and districts should also include further identifying language of the name of the Rotary Entity and not solely the word, "Rotary." Rotary clubs and districts are encouraged, before registering domain names, to check with their CDS representative to ensure their proposed domain name complies with Board policy for use of the Rotary Marks.

## **Exhibit I**

Proper Event-Specific Merchandise



To qualify for the event specific exception, the merchandise sold by the club or district must include all of the following:

- the club name or district number,
- the name of the event, and
- the date of the event.

(Rotary Code of Policies Sec. 34.04.02)

## **Exhibit II**

### **34.040.1**

All districts and clubs are encouraged to purchase merchandise bearing the Rotary Marks only from authorized licensees of RI. If the desired merchandise is not available from a licensee, specific approval must be sought from RI for the use of any Rotary Marks. (June 1998 Mtg., Bd. Dec. 348)

*Source: Nov. 1994 Mtg., Bd. Dec. 65; June 1995 Mtg., Bd. Dec. 239; Nov. 1996 Mtg., Bd. Dec. 69*

The Board also adopted the following policy regarding RI merchandise solicitation:

### **34.010.5**

Individuals or companies who are not licensed to sell merchandise bearing the Rotary Marks may not solicit districts, clubs or Rotarians to purchase merchandise bearing the Rotary Marks. Only vendors properly licensed by Rotary International may solicit districts, clubs or Rotarians to purchase merchandise bearing the Rotary Marks.

On occasion, Rotarians will need to produce customized merchandise bearing the Rotary Marks for a specific event or purpose. All Rotarians should always first seek out licensed Rotary vendors for such customized merchandise. In the event that such customized merchandise is not reasonably available from an RI Licensee at a competitive price, RI shall issue a one-time release to a non-licensed vendor, provided that those goods are subject to the equivalent review and pre-approval process as Licensed Products. In each case, the non-licensed vendor must obtain the specific approval of RI to use any of the Rotary Marks. (June 1998 Mtg., Bd. Dec. 348, emphasis added)

*Source: Jun. 1995 Mtg., Bd. Dec. 239; Nov. 1996 Mtg., Bd. Dec. 69; Feb. 1998 Mtg., Bd. Dec. 252*