



American Gold Star Mothers, Inc.

Logo Use Policy

The Logo of American Gold Star Mothers, Inc. (AGSM, Inc.) is a registered service mark of the Corporation. It can be used only with the express written permission of the National Executive Board (NEB) of AGSM, Inc.

Third Parties, Departments, and Chapters that wish to use the Logo must apply for written permission from the NEB of AGSM, Inc., by applying for usage with the Logo Usage Application (see form #LR002).

In determining whether to grant permission to use the logo, the NEB will consider the purpose for which it will be used, the setting in which it will be used, and the likely audience. The NEB will obtain as much detail as possible from the proposed user about how the Logo will be used.

For Third Party applications, the NEB will consider whether the proposed use of the mark will enhance the mission of AGSM, Inc., and whether the proposed use may offend or upset any person who is a member or who would qualify for membership in AGSM, Inc. Any Third Party associated with political issues, religious preferences, or matters which may be divisive will be avoided.

Third Parties, Departments, and Chapters granted permission to use the Logo must first sign the Logo Usage Contract (#LR003) provided by the NEB, which, among other things, will include agreements as follows:

- To use the Logo precisely as it is registered,
- To refrain from altering the Logo or modifying it in any way,
- To use the registration symbol ® or service mark symbol (SM) with the Logo,
- To use the Logo only for the purpose and in the manner approved by the NEB,
- To take all steps necessary to protect the mark from use by others, and
- To use the name of American Gold Star Mothers, Inc., in association with the Logo.