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## Licensing Frequently Asked Questions--Update

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SIA's updated licensing policies went into effect on **April 1, 2011**. Any club or region seeking to produce non-jewelry items for sale bearing any of Soroptimist's registered trademarks must submit the Licensing Application per item to be produced; fees are no longer required. SIA is the sole provider of any jewelry item bearing any Soroptimist registered trademark. The "SIA Use of Registered Marks Policies", available on the SIA website in all languages, regulates the use of Soroptimist trademarks. Here are some frequently asked questions:

***My club wants to make up t-shirts for our members to wear at a local 5K run to benefit our local domestic violence shelter. Do we need to apply for licensing for these t-shirts?***

Clubs or regions that are producing items as promotional items (that is items that are not to be sold to the public or other Soroptimists) do not need to apply for licensing approval. However, clubs must still abide by the "SIA Use of Registered Marks Policies".

***Can our club use any of the Soroptimist marks on items we would like to produce and sell?***

In order to promote a strong visual identity, SIA has been using what has been generally referred to as the "S" logo since 2004. This logo is the mark that clubs should use on any promotional items, or any non-jewelry items for sale, in order to help promote our visual identity. The use of SIA's marks is defined in the SIA Use of Registered Marks Policies. SIA retains the rights to produce and sell any Live Your Dream items as well as use of the Soroptimist International emblem.

***Our club plans on producing and selling sticky-back notepads with the Soroptimist S logo and inspirational messages, but we haven't done anything yet. What do we need to do?***

Your club should get approval to use the Soroptimist S logo for the notepads by submitting a Licensing Application. You must submit your form, and receive approval to use the mark BEFORE you order any merchandise.

***Do we need to ask Soroptimist International for permission to use the emblem?***

SI has charged the federations with legal protection of the name and marks in their countries. In SIA, the emblem is used only for member pins and SIA retains exclusive rights for this use. Requests for licensing the SI emblem on items within SIA will not be granted.

***Our club is a sponsor of a local charity walk-a-thon. As a sponsor, can we provide the logo to the organizers to use on banners at the event and on the t-shirts that are given to event volunteers and the runners? Do we need to apply for licensing?***

As a sponsor of this event, the club can supply the logo to the event organizers, and the licensing application is not necessary in this instance.

***Our club wants to produce re-usable cloth shopping bags and make them available to the public for a voluntary donation. Do we need to apply for licensing approval, even though these items technically will not be sold?***

In this instance, donation versus sale makes no difference, as the donation is in lieu of an outright sale in order to allow the donor to make a deduction on their taxes, and the licensing application and prior approval would be required.

**One of our club fundraisers is to produce a community calendar. We do place the logo on the calendar, but there are also other images and artwork, so the logo is more of a promotional tool. Do we need to apply for licensing approval?**

Licensing approval is not necessary in this instance, or in similar instances such as putting the logo on a club cookbook, and then selling it. The product that is really selling is the cookbook or the calendar, and the people your club is selling to are not buying the cookbook or the calendar because of the logo printed on the paper.

**I'm an incoming club president, and would like to present each of the club's members with a small votive candle holder that I am painting the logo on. Will this type of favor be subject to the licensing requirement?**

No, favors that are not going to be sold are not subject to licensing approval.

**We would like to produce wine glasses as favors for a club wine-tasting event? Will the licensing approval apply?**

The licensing application only applies if the wine glasses will be sold separately either before, during or after the event. If the wine glasses are included as a favor or memento of the event, when the cost of providing the glass is included in the price of the event ticket, then the licensing application is not required.