



# COUNSEL'S OFFICE

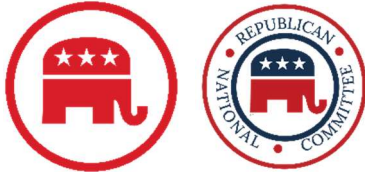
## RNC GUIDANCE ON TRADEMARKS

---

### I. RNC TRADEMARKS

The RNC maintains Federally registered trademarks in the following:

- Official Elephant Logos



- Word Marks



- GOP
- GOP.COM
- Grand Old Party
- Republican National Committee
- RNC
- RNC.ORG
- Several trademarks related to the Republican National Convention
- Several trademarks related to the Black Republican Trailblazer Awards

### II. REQUESTING TO USE RNC TRADEMARKS

Entities interested in making use of any of the above trademarks must request a license from the RNC Counsel's Office. Requests should be sent to [counsel@gop.com](mailto:counsel@gop.com) and must include the following information:

- Name
- Company, if applicable
- Address
- Email address
- Phone number
- Name or description of the trademark the entity wishes to use
- A list of the items on which the trademark is intended to be used
- If the contemplated use of the trademark is commercial, the company's investment pitch deck and details of the marketing plan for the items on which the trademark would be used

This information is available to the public at [gop.com/trademark\\_request/](http://gop.com/trademark_request/).

Upon receipt of a license request, the RNC considers its internal licensing guidelines, which take into account many different factors, including the nature of the goods and services for which use of the trademark is requested. The RNC Counsel's Office will determine whether to grant the request and inform the requestor of its decision.

### **III. STATE AND LOCAL PARTY USE OF THE OFFICIAL ELEPHANT LOGOS**

As mentioned above, the RNC maintains federally registered trademarks in two Official Elephant Logos (Federal Trademark Serial Numbers 74426459 and 90689788). Although the RNC generally allows Republican state parties to use the trademarks in connection with their political activities, they may not, nor may other licensees, sublicense the Official Elephant Logo or any other RNC trademark to other entities, including county and local Republican Party organizations, without express permission from the RNC Counsel's Office. Control over the use of the Official Elephant Logo in the states rests with the RNC Counsel's Office. Accordingly, county and local committees must request a license from the RNC Counsel's Office before using an Official Elephant Logo. When the RNC Counsel's Office receives a license request from a county or local party committee, the RNC Counsel's Office will seek the relevant state party's recommendation on the matter.

Similarly, when a state party receives a license request from a county or local party committee, the state party should forward that request to the RNC Counsel's Office, along with its recommendation, so that final authorization or denial may come from the RNC Counsel's Office.

### **IV. TRADEMARK ENFORCEMENT**

Many entities use the RNC's trademarks without permission. The RNC takes seriously all unlicensed uses of its intellectual property and encourages state parties and individuals to alert it to any potential unlicensed or improper uses of the RNC's trademarks. Additionally, the RNC actively monitors unlicensed use of its trademarks to identify potential infringers.

When made aware of an unlicensed or improper use of a trademark, the RNC Counsel's Office will investigate the matter to determine whether such use constitutes trademark infringement or dilution. If it determines that the use in question harms the RNC's intellectual property rights, the RNC Counsel's Office will typically issue a cease-and-desist letter to the offending party. With rare exceptions, these letters have their intended effect—the entity ceases use of the trademark. When an entity refuses to comply, the RNC will consider taking legal action where appropriate.

### **IV. USING OTHER ORGANIZATIONS' TRADEMARKS**

When using outside material, look for images, logos, and phrases that may be trademarked and either obtain permission to use them or remove them. For example, if your creative team wants to incorporate a news clip into a larger video, they should blur any news organization logos, as well as any branding that appears organically in the clips.

The U.S. Patent and Trademark Office maintains a searchable database of trademarks at <https://www.uspto.gov/trademarks/search>. This site offers various ways to search and is a good starting place to determine if material is trademarked, the defining details of a mark, and the covered uses.

If you have any questions regarding the use of the elephant logo or any other trademarks of the RNC, please contact the RNC Counsel's Office at [counsel@gop.com](mailto:counsel@gop.com). Please consult your party counsel with questions about using other organizations' marks or for assistance with marks held by your state party.