

Section VI A 18

Toastmasters International
POLICIES AND PROCEDURES

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**USE OF COLLECTIVE MEMBERSHIP MARKS,
TRADE NAMES, TRADEMARKS, SERVICE MARKS
AND/OR COPYRIGHTS OF TOASTMASTERS INTERNATIONAL**

The intent of this policy is to make Toastmasters International's names, emblems, insignias, marks, and materials available for use throughout the organization to promote and administer its affairs and activities. However, all usage must be in full compliance with the appropriate copyright and trademark laws in order to preserve the value and unique nature of these items exclusively for Toastmasters International.

Toastmasters International's principal asset is its reputation. Toastmasters International maintains its reputation and the distinction between itself and other communications training programs through the registrations and other measures taken to protect its collective membership marks, trade names, trademarks, service marks (including the official emblem or insignia), referred to in this Policy as "marks" and its copyrights. If Toastmasters International should fail to protect these rights, they could be lost and Toastmasters International would no longer exist as the exemplary communications and leadership training organization. Therefore, to implement Article III, Sec. 6, and Article XIII, Sec. 3 and Sec. 4, of the Bylaws, the policy of Toastmasters International is:

The membership marks "Toastmasters International," "Toastmaster," "Toastmasters," and the emblem shall be registered for trademark protection in all countries where Districts, Provisional Districts, or Territorial Councils exist, for exclusive use by or under the authority of Toastmasters International. Trademark registration prior to Territorial Council or Provisional District status should be pursued if deemed appropriate by the Executive Director. Registrations shall cover use of the marks on periodicals and other publications. Trademark registration shall be obtained for other goods and/or marks when deemed advisable by the Executive Director.

The Toastmasters International marks and copyrighted materials shall be used and reproduced in such a manner as to perpetuate the traditions and history of the organization. The emblem will appear on printed, engraved or manufactured items produced by Toastmasters International and supplied to the membership when it is in the best interest of the organization, and will be used on or near the physical plant of the World Headquarters property to identify the organization.

Use of the marks and copyrighted materials in the Toastmasters program is extended to clubs, areas, divisions, districts, and individual members as a privilege of membership for such purposes as are indicated in the chart below. Unauthorized use of the marks or copyrighted materials of Toastmasters International by an individual member or members, or club, area, division, or district, constitutes infringement and is prohibited. Such unauthorized use can

Section VI A 18

result in removal from good standing of an individual member, revocation of a club charter, removal of an officer at any level, or other disciplinary or legal action.

Members are provided Toastmasters International’s proprietary material for educational purposes only in connection with the activities of the Toastmasters clubs. Any unauthorized derivative works which are created using Toastmasters International’s proprietary material will be the property of Toastmasters International.

Without prior written approval from the Executive Director of Toastmasters International, the following may use the marks and copyrighted materials of Toastmasters International, only if used to further programs authorized by Toastmasters International, and subject to the conditions stated below:

User	Marks and Copyrighted Materials May Be Used In/On These Materials	Marks and Copy-righted Materials May NOT Be Used On Or In	Responsibility Falls Upon
Clubs in good standing	Stationery, business cards, bulletins, newsletters, electronic media, web pages, program covers, agenda, and similar items but only in/on items sanctioned by the club and directly related to and focused on the club mission.	Articles such as trophies, ribbons, banners, certificates, clothing or other items bearing the marks or copyrighted materials or any colorable imitation thereof, except by specific, prior written authorization from the Executive Director.	Club President
Districts, Divisions, Areas	Same as above only in/on items sanctioned by the district and directly related to and focused on the district mission.	Same as above	District Governor

Section VI A 18

User	Marks and Copyrighted Materials May Be Used In/On These Materials	Marks and Copyrighted Materials May NOT be Used On Or In	Responsibility Falls Upon
International, District, Division, and Area Officers, and Candidates for those offices	Stationery, business cards, bulletins, newsletters, electronic media, web pages, campaign literature, and similar items	Same as above	Officer or Candidate
Individual members and officers of Clubs	Stationery, business cards, electronic media, and web pages, solely to indicate the person's affiliation with a member club of Toastmasters International	Any personal newsletter, electronic media, bulletin, or similar item; articles such as trophies, ribbons, banners, certificates, clothing, or other items bearing the marks or copyrighted materials or any colorable imitation thereof, except by specific, prior written authorization from the Executive Director	Individual

The Toastmasters emblem may be used as described above as long as it is not altered or included as part of another graphic. For example, if the emblem is placed on letterhead that is acceptable. However, if the emblem is included as part of a drawing or other graphic or is animated, that is not acceptable.

No member, club, area, division, district or region has the right to: 1) use Toastmasters' marks or copyrighted materials outside the Toastmasters' program; 2) prepare, substitute, or use non-Toastmasters' materials in the Toastmasters' program without specific, prior written authorization from the Executive Director of Toastmasters International; or 3) produce or have produced for distribution to others, articles such as trophies, ribbons, banners, certificates, clothing, or other items bearing the marks or copyrighted materials of Toastmasters International or any colorable imitation thereof, except by specific, prior written authorization from the Executive Director of Toastmasters International. An individual member, club, district, or district officer shall promptly notify the Executive Director at World Headquarters of any unauthorized use of any of the corporation's marks or copyrights that come to the individual's or entity's attention.

Section VI A 18

To be credited to individual members, clubs, areas, divisions, and districts as official achievements, programs and activities presented and conducted by clubs and individual members (such as Speechcraft, the Youth Leadership Program, the Success/Leadership, and the Success/Communication Programs, the Better Speaker Series and the Successful Club Series) shall utilize the specific materials and program formats provided by Toastmasters International.

The Executive Director is authorized and directed to take appropriate steps as needed to protect the copyrights and marks of Toastmasters International, and to prohibit their unauthorized use or misappropriation by any unauthorized person or group in any geographical area. Such authority and direction includes the commencement of litigation if, in the opinion of trademark or copyright counsel, such action is advisable.

Recognizing that Toastmasters enjoys two publics: (a) internal and (b) external, occasions may occur where the marketing and external public relations needs may be better satisfied by the use of a graphic art image, which is a visual artistic representation used in marketing and public relations, where it is determined that the emblem and other marks will not satisfy a broad need. When used, all rights and prohibitions that apply to the emblem shall apply to any approved graphic art image, but the Executive Director has discretion as to whether trademark or copyright registration, or other protective measures, shall be undertaken with regard to such images. Graphic art images may be used for purposes identified under Policies and Procedures VI A 15 and the Public Relations function outlined in Organization Guide V 5.

From time to time, the graphic art images may be updated to reflect a changing, growing organization. All changes to any graphic art image must be approved by the Executive Committee and included in the Executive Committee's minutes, which are subject to approval by the Board of Directors, before they may be used on any printed, engraved, or manufactured items of Toastmasters International or displayed on the World Headquarters property.

References: Organization Guide V 5
 Policies and Procedure VI A 15
 Bylaws of Toastmasters International, Article XIII, Sections 3 and 4
 Bylaws of Toastmasters International, Article III, Section 6