

## **ROYAL RANGERS TRADEMARK, COPYRIGHT, AND PRODUCTS PROTECTION:**

The Royal Rangers Emblem is a Registered Trademark, requiring express permission from the General Council of the Assemblies of God, Inc. (1445 N. Boonville Ave., Springfield, MO 65802) via Royal Rangers International (RRI) (1644 W. Lloyd St., Ozark, MO 65721) for use in printed or electronic formats (including websites) and on products anywhere outside the United States of America.

Once RRI, through its respective Regional Coordinators, has established an official Chartering Steward (an organization who accepts the charge to provide oversight and leadership to the Royal Rangers ministry within a nation), the Chartering Steward becomes the custodian of the trademark (but not the owner). All interested parties within that nation must seek approval from the Chartering Steward to use the Royal Rangers Emblem according to these guidelines and criteria.

This section of the *Cooperative Values and Practices* explains: 1) The acceptable legal uses of the trademark by the Chartering Steward in a nation; 2) The acceptable legal uses of the trademark by outposts officially recognized by the Chartering Steward; and 3) the criteria for using the Royal Rangers Emblem.

### **Acceptable legal uses of the official Royal Rangers logos and products by the Chartering Steward in a nation:**

1. The Chartering Steward may produce the Royal Rangers Emblem, and products with the Royal Rangers Emblem, for sale and for profit within its own national boundaries and territories. It may NOT authorize third parties (inside or outside of the nation) to sell product with the Royal Rangers Emblem, except for chartered outposts and for those activities listed in the next section. The Regional Coordinator may allow exceptions whereby a Chartering Steward may sell products to the Chartering Steward of another nation, but direct marketing to individuals in other nations is prohibited. However, Royal Rangers attending events from outside the nation are free to

purchase products while visiting. (The intent here is to protect a nation's ability to sell products inside its boundaries to support its own national Royal Rangers ministry.)

2. The Chartering Steward may use the Royal Rangers Emblem on printed materials such as magazines and books per the criteria below.
3. The Chartering Steward may use the Royal Rangers Emblem on stationery, business cards and promotional brochures and fliers for professional and business use per the criteria below.
4. The Chartering Steward may use the Royal Rangers Emblem to market the ministry within the nation and to promote events per the criteria below.
5. The Chartering Steward may authorize chartered outposts to use the Royal Rangers Emblem on websites. Requests must be made by the outpost to the Chartering Steward and renewed annually. Authorization must be limited to chartered outposts in good standing with the Chartering Steward for a period not to exceed one year, and may be renewed.
6. The Chartering Steward will have full access to the RRI curricular and training resources, but is not authorized to alter RRI materials, products, badges, etc. without advance written permission from Royal Rangers International. Nor does the Chartering Steward have the authority to allow outposts in its nation to altar these items. Written requests to reproduce or altar copyrighted materials must be received via postal service, FAX, or attached to an email by the respective Regional Coordinator; no phone requests are accepted. The Director of RRI and the respective Regional Coordinator must both authorize such approvals by mutual consent.

## **Acceptable legal uses of the trademark by outposts officially recognized by**

### **the Chartering Steward:**

1. A chartered outpost may use the Royal Rangers Emblem on stationery, business cards, brochures and promotional flyers, provided they are a positive reflection on the ministry and the Chartering Steward, and provided the criteria below is met.
2. A chartered outpost may use the Royal Rangers Emblem for promotion of a dated event on products such as: programs, bulletins, brochures, flyers, posters, and newsletters provided the criteria below are met.

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3. A chartered outpost is restricted from using the Royal Rangers Emblem and other ministry and training logos on salable items unless they are reproduced on an event-related, dated, salable item for one-time use only (such as t- shirts). The item must clearly identify the outpost (by number or church name). The product cannot be an ongoing salable item and can only be sold by the originating outpost at its own planned events (i.e., the outpost cannot prepare a salable item to sell at the national campout—sale of products are restricted to the outpost's own planned events).

**Criteria:** Use of the Royal Rangers Emblem and products is contingent on the following criteria being met.

1. The user must be chartered. No national organization, outside of the Chartering Steward, may use the Royal Rangers Emblem as described above. No outpost, except those chartered by the Chartering Steward, may use the Royal Rangers Emblem as described above.

2. The user must use the registered Royal Rangers Emblem in all instances— that is, the Emblem must bear the “®” symbol (except where local laws prohibit its use).
3. In books, magazines, and on websites the Chartering Steward must include the following: “Royal Rangers Emblem ® 1976 by The General Council of the Assemblies of God, Inc.; Springfield, Missouri 65802-1894. The Royal Rangers Emblem may not be reproduced, stored in a retrieval system, or transmitted in any form or by any means—electronically, mechanically, photocopies, recording, or otherwise—without prior written permission.” This wording is not necessary on stationery, business cards, brochures, flyers, or posters, provided the “®” symbol is on the Royal Rangers Emblem.
4. The Chartering Steward may use the Royal Rangers Emblem on its official website, with the legal wording in #3 (above), and offer salable products. Outposts, however, may not promote or sell items on their site. The use of the Royal Rangers Emblem on an outpost site is to be casual in nature and for ministry purposes only, and it must include the wording in #3 (above).
5. Copyright/legal information text (the wording in #3 above) must be placed on the same page location that the Royal Rangers Emblem appears, or just once at the bottom of the home page.

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6. Websites with links to or advertisements offered by them or third parties of a questionable nature (such as adult sites, casinos, alcohol, tobacco products, etc.) will automatically lose the privilege of using the Royal Rangers Emblem.

7. The Chartering Steward is approved to use the Royal Rangers Emblem on its official site once it has signed the Chartering Steward Agreement.
  
8. Outposts must apply to use the Royal Rangers Emblem on their website from the Chartering Steward. Approvals are limited to one year and may be renewed. Outposts must disclose to the Chartering Steward the intended purpose of the site.
  
9. Failure to comply with all these conditions will automatically negate permission for the applicant to use the Royal Rangers Emblem, and the applicant will be held legally liable for breaking this trust.