



# MILITARY ORDER OF THE PURPLE HEART

CHARTERED BY CONGRESS

NATIONAL HEADQUARTERS  
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## MOPH Emblem Policy 4 May 2010

As a result of the development of several matters related to the use of the MOPH emblem or logo, it is necessary to publish a formal policy on the logo use. The purpose of this Policy is to publish guidelines for the use of the MOPH emblem or logo in fundraising activities, and to preclude claims of infringement on other Departments and Chapters or claims of a lack of fairness in marketing products for fundraising purposes. The purpose of this Policy is not to limit fundraising activities, or to stifle competition, but to ensure to proper use of the Purple Heart Medal and the MOPH emblem, as well as ensuring fair competition.

### 1. MOPH Bylaws Direction

ARTICLE XV, Section 11 (Use of Purple Heart) provides guidance on the use of replicas and facsimiles of the Purple Heart, as well as some guidance on the use of the MOPH emblem. The guidance on the use of the emblem, however, is lacking in specific detail; an amendment to the Bylaw will be offered at the 2010 National Convention:

#### “Section 11 – USE OF PURPLE HEART

a. Replicas of the Purple Heart Medal as awarded by the Government of the United States shall not be made, caused to be made, or used in any manner that would tend to degrade the award, or permit any commercial use thereof. Jurisdiction of the use of the Purple Heart Medal as awarded by the US Government lies with the US Army Institute of Heraldry.

b. The Military Order of the Purple Heart emblem or logo is the corporate property of the Military Order of the Purple Heart of the USA, Inc. Replicas or facsimiles of the Military Order of the Purple Heart emblem may be used on the official papers of the Corporation or subordinate organizations thereof. All other uses of the Military Order of the Purple Heart emblem must have prior written approval of the National Commander or National Adjutant, and approval by the National Executive Committee.”

### 2. Marketing Agreement with Medals of America

The Military Order of the Purple Heart has entered into a Marketing Agreement with Medals of America, LTD. Under the terms of the Marketing Agreement Medals of America is granted; “an unqualified exclusive use of the MOPH emblem, or logo, and name on products sold for MOPH by Medals of America. This qualified, limited license does not preclude MOPH Departments and Chapters from using MOPH’s logo and name on products sold for fundraising that clearly identifies the Department or Chapter marketing the product.”

The Marketing Agreement with Medals of America is in addition to agreements with already existing vendors Personalized Just For You, LLC, and the Keystone Uniform Cap Company.

### **3. Use of the MOPH Emblem by Departments and Chapters.**

a. Departments and Chapters may use replicas of the Purple Heart Medal as awarded by the US Government so long as the use of replicas of the Purple Heart Medal or ribbon is not used in any manner that would tend to degrade the award.

b. As noted in the Medals of America Marketing Agreement, MOPH Departments and Chapters may have permission to use the MOPH emblem or logo and name on products sold for fundraising that clearly identifies the Department or Chapter marketing the product.

c. A Department or Chapter selling a product with the MOPH emblem must identify the Department or Chapter in the product logo; i.e. "MOPH Chapter 1234", or "MOPH Department of \_\_\_\_\_".

d. All products being sold with a MOPH emblem must have prior approval of the National Adjutant in order to ensure there is no conflict with any existing Contract or Marketing Agreement.

e. All sales of products with a MOPH emblem must remain within a reasonable regional area; i.e. Chapter products within the Department, Department products within the MOPH Region. Any sales outside such geographic areas must be approved prior to sale by the National Commander.

f. Products with a MOPH emblem may be sold only to MOPH members or their family members.

g. All brochures, advertising and product announcements must be approved by the National Adjutant to ensure there is no conflict with any existing Contract or Marketing Agreement.

h. Departments and Chapters selling merchandise with the MOPH emblem should carry liability insurance to cover such potential matters as breach of contract, defective product, or related complaints. The MOPH Bond that covers Department and Chapter finances does not provide such coverage.



James M. Sims  
National Commander