



Protecting the Legacy



Proper Use of Program Logos and Registered Trademarks

As you publicize your upcoming event please remember that the terms **Healing Field®** and **Field of Honor®** and their accompanying logos are registered trademarks of the Colonial Flag Foundation (CFF). Under the terms of your EVENT-LICENSE AGREEMENT, your committee is granted a *limited time* to use these registered trademarks to promote your event.

The Foundation has developed extensive public recognition for its services represented by its name and related trademarks. Further, CFF has acquired substantial goodwill which is also represented by these trademarks. This recognition and goodwill benefits licensed sponsors of **Healing Field®** and **Field of Honor®** events. However, to protect the value of these registered names and logos as you use them for your event, please insure that all Colonial Flag Foundation Licensed Property is clearly and correctly depicted using capital letters and identified with the registered symbol mark showing a capital letter R within a circle (®).

Proper use of these names is critical as well. Use some form of description with the use of Healing Field® and Field of Honor® trademarked names. Please **Do Not** use the name(s) in a 'stand-alone' situation.

Example: Healing Field® flag display, Healing Field® 9.11 Memorial Event, Field of Honor® Tribute to Veterans or Field of Honor® patriotic display.

Do not alter the name(s) or the images including color and font on any printed, published or advertised materials without permission from CFF.

The registration and license fee that your organization paid allows you to use these valuable registered names on your publications, flyers, brochures and the media when publicizing your event. Correct use and identification of these items as protected trade names and service marks will protect your investment. Many hundreds of CFF hosted projects have occurred across the country and we are very proud and honored to have you join us.

Registered Trademarked names Healing Field® and Field of Honor® while property of the Colonial Flag Foundation also represent thousands of people and hundreds of thousands of hours generously given of their time, talents, energy and funds to provide a unique opportunity to their community. Let us all respect their legacy and the legacy of those that are now hosting events, and will host events in the future, by protecting the names of the programs we serve our communities under.

Display your individual customized event logo (or any of the CFF authorized logos) created and provided by CFF on your different publications, flyers, brochures and to the media. Proudly, let others know that your project is a registered licensed event with the Colonial Flag Foundation as we all strive to unite this country in the service of others.

If you need access to additional logos or have questions or concerns regarding proper use, please don't hesitate to contact one of your CFF team members, we will be more than happy to help you.

Thank you so much, and welcome on board!

The Colonial Flag Foundation and
The Colonial Flag Foundation Board of Trustees

