

## NSSAR INTELLECTUAL PROPERTY POLICIES

---

Memorandum of Understanding on Protecting the NSSAR's Intellectual Property Rights Setting Forth the Duties and Responsibilities Between Executive Committee, Headquarters, Merchandise Department and Medals & Awards Committee. This information may be found in the *NSSAR Handbook Edition 2013.3*, Effective: March 7, 2014.

### **Executive Committee**

While Congress has granted the Board of Trustees the ultimate right to control our intellectual property ("IP") by the NSSAR Bylaws, it is generally the Executive Committee (EXCOM) that actually exercises that control and oversight. The EXCOM then generally amends the SAR Handbook to affect NSSAR's policies, delegates authority to the Executive Director (ED), sets policies for the Merchandise Department (Merchandise) when necessary, and approves requests for medals and award recommendations from the Medals & Awards Committee (M&A). In addition to approving requests submitted from M&A for medals and awards, the EXCOM also will consider who will manufacture the items, who will sell the items and how the revenue from the sale of those items will be allocated.

It is recognized there may be confusion over who will exercise control over some items not specifically mentioned in this MOU. Where a request is submitted that is not clearly described herein, the EXCOM ultimately will decide such questions and refer them to the proper entity for review. Generally, it is contemplated the ED will exercise control over all materials, media formats, papers or anything required for the normal running of a chapter, state society or a national committee. Merchandise will exercise control over all items manufactured, sold or stocked by Merchandise by direction of the ED and the Merchandise Committee. M&A will exercise control over all requests for new medals, awards or items considered to be promotional and that are NSSAR related, that are submitted by a national committee, state society or a chapter.

EXCOM also must keep in mind preserving the integrity of NSSAR's brand so that the images are not placed on inappropriate items or placed on items that appear cheap or not in keeping with NSSAR's mission. EXCOM also should keep in mind the approval of national medals and awards is also a business decision because manufacturing items can be expensive, and maintaining inventory for items that do not sell quickly is expensive. Although the Merchandise Committee is not listed as a party to this MOU, it has a valuable role in helping set policies for the Merchandise Department that insure it remains an efficient profit center for the NSSAR.

### **Headquarters**

The ED will be responsible for granting or denying permission to national officers, districts, state societies, chapters and national committees for use of NSSAR's name, logos, insignia or other IP. It is assumed that the ED will grant blanket permission through a written communication for the use of NSSAR's name and logo for SAR-related newsletters and websites, while other less-common uses may require specific permission. A request for the use of NSSAR's IP on unusual items or in non-traditional methods should routinely be referred to the ED for review.

Items such as challenge coins, lapel pins and other paraphernalia associated with NSSAR events or programs or with a state society or chapter must be submitted for approval to the ED.