

Help Protect Your Emblem

Dear Lion Leaders,

As Lions Clubs International leaders it is important to understand the policies of the association. Upholding these policies is an essential part of your leadership position. The following details outline Lions Clubs International policies for using our registered trademarks on branded merchandise.

Where can I buy Lions merchandise?

- Through the online Lions store at LCIStore.org
From apparel to club meeting supplies, browse through a variety of departments for our most up-to-date selection of Lions merchandise.
- In the Club Supplies Catalog
Browse our [Digital Catalog](#) today, or contact our Club Supplies Sales Department to request a copy by mail.
- From the [Official Licensees](#) of Lions Clubs International
Companies worldwide have been contracted by LCI to use our registered trademarks. Contact them directly to learn more about their products and services.
- By special order from our [Club Supplies Sales Department](#)
Can't find what you're looking for in these sources? Our Club Supplies Sales Department can either locate a source for your item, or issue a one-time authorization to use the emblem through the supplier of your choice.



Trademarks Defined

The logos pictured in this e-mail are just a few of the registered trademarks of Lions Clubs International. The Lions Clubs International trademarks are defined as:

"Any existing and future association names, emblems, logos, seals, registered trademarks and other trademark interests, including but not limited to Lions, Lioness, Leo, Lions Clubs, Lions International or Lions Clubs International."

Automatic Authorization

The [LCI Trademark Policies](#) authorize our members to use the trademarks in a variety of applications including, but not limited to:

- On printed materials reasonably related to club & district operations
- In digital media applications such as websites, social media, etc.

Complete details of these and additional permissions may be found in the LCI Trademark Policies.

What should I do if I find an unlicensed company selling Lions merchandise?

Report any unauthorized suppliers of Lions merchandise to TrademarkUse@lionsclubs.org and help protect your emblem. Revenue from the sale of Lions merchandise helps to keep our dues the lowest of any like service organization.

I know a company that would like to become a licensee, who should they contact?

The Lions Clubs International licensing program establishes long-term business contracts with commercial entities, allowing them to use our registered trademarks on products sold directly to our members. Our licensees sell their own unique products branded with the Lions trademarks and do not sell items offered by the LCI Store. If you are aware of a company that would like to become an official licensee, please have them contact LCI directly at TrademarkUse@lionsclubs.org.