



# *Air Force Public Affairs Agency*

**U.S. AIR FORCE**

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## **Air Force Trademark & Licensing Program**



[www.trademark.af.mil](http://www.trademark.af.mil)

[afpaa.hq.tl@us.af.mil](mailto:afpaa.hq.tl@us.af.mil)

210.395.1787

DSN: 969.1787

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# ***Mission***

- **Our mission is to maintain the integrity of all our Air Force-unique trademarks/service marks and word marks (marks) through diligent monitoring and active licensing**

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# ***Authority***

- **10 USC 2260 authorizes the DoD to identify, register and license its trademarks, as well as collect fees for the licensing activity**
- **DODD 5535.09, DoD Branding and Trademark Licensing Program, establishes program's goals**



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# ***Defining “trademark”***

- **A trademark ... includes any word, name, symbol, device, or any combination, used or intended to be used to identify and distinguish the goods/services of one seller or provider from those of others, and to indicate the source of the goods/services.  
([www.uspto.gov](http://www.uspto.gov))**



# Identifying a trademark

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“Just do it”



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# *Registering a trademark*

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- **Although federal registration of a mark is not mandatory, it has several advantages, including notice to the public of the registrant's claim of ownership of the mark, legal presumption of ownership nationwide, and exclusive right to use the mark on or in connection with the goods/services listed in the registration. ([www.uspto.gov](http://www.uspto.gov))**



# *Protecting the portfolio*

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The U. S. Air Force Symbol is currently the only registered trademark for the Air Force. Its registration number at the USPTO is 2,767,190.

Permission to use it for commercial enterprises and for advertising purposes (free or paid) is required.

**All internal designs should be approved by the  
Air Force Trademark and Licensing Program Office**



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# *Air Force portfolio*



**Air Force Symbol**



**Air Force Emblem**



**Army Air Corps**



**Air National Guard**



**Thunderbirds patch**



**Enlisted Rank**



**Patches**



**Insignia**

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## **Slogans:**

***Air, Space, Cyberspace***

***Aim High***

***Above All***

***Cross into the Blue***

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# *Protecting the portfolio*

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## ■ Enforcement

- Internal and external education
- Responding to possible reports of misuse
- Reviewing current and proposed products bearing our intellectual properties

## ■ Licensing

- Public and private sector
- Single-use

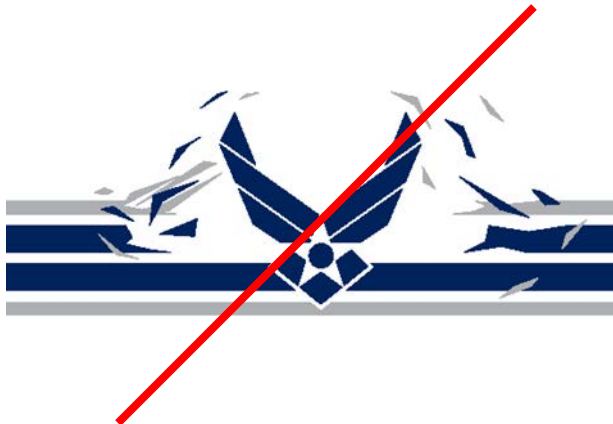


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# *Symbol Guidelines*



- A 15% stand-off space around the Symbol and/or signature is required. The stand-off space takes the shape of a square, not the outline of the Symbol.



Find more at [www.trademark.af.mil](http://www.trademark.af.mil)

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# Symbol Guidelines

- Only MAJCOM-level or higher emblems are permitted inside the wings of the Air Force Symbol



AIR FORCE E LEARNING  
HIGH PERFORMANCE IT TRAINING



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# Symbol Guidelines



- Stretching/distorting the signature, logotype or Symbol, changing the Symbol's texture, or using unapproved colors, shadows or special effects is prohibited.





# Symbol Guidelines

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- There are only six approved colors for the Symbol



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## ***Implied right***

- **DoD employees, their immediate families, and veterans may use approved Air Force marks on personal items such as welcome home T-shirts, cakes, personalized candies, crafts and custom-made gifts**
- **These items must not be created for sale, advertising or potential endorsements**
- **Use of marks must adhere to guidelines**
- **Designs must be approved by the Air Force Trademark and Licensing Program Office**





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# ***Air Force Seal***



**The Department of the Air Force Seal is protected by law from use by any party for purposes not specifically authorized by the Air Force. The seal is permitted only as outlined in AFMAN33-326, Attachment 2, dated 01 Nov 2011.**

**Department of the Air Force Seal**

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# *Authorized Seal Users*

**AFMAN33-326, 25 Nov 2011**



- **Commanders of Major Commands (MAJCOM)**
- **Field Operating Agencies (FOA)**
- **Military Assistance Advisory Groups**
- **Air Attachments**
- **Professors of Aerospace Studies**
- **Air Force General Officers**
- **Air Force Missions**
- **Direct Reporting Units**

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# *Authorized Seal Uses*

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## **AFMAN33-326, 25 Nov 2011**

- **On printing issued at departmental level for general Air Force use**
- **Official Air Force films, videotapes or television programs**
- **On official programs, certificates, diplomas, invitations and greetings**
- **Memorials or monuments erected or approved by the Air Force**
- **Any official Air Force exhibit**
- **Wall plaques at Air Force facilities with commander/agency chief approval**



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# ***Subtle Differences***



**USAF Emblem**



**USAF Seal**

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# ***Mark Definition Hap Arnold Symbol***

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**The Hap Arnold logo embodies the proud history of the Air Force and the leaders and heroes who were instrumental in the formation of an independent Air Force.**

**Hap Arnold/Army Air Corps  
Symbol**

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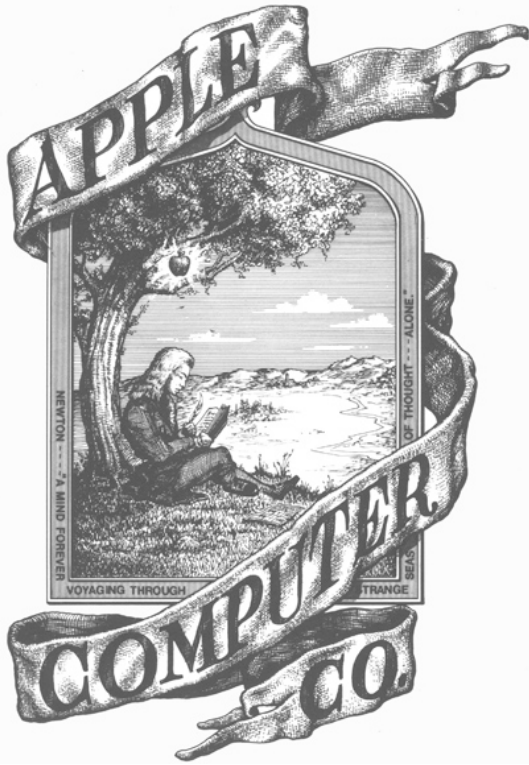
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# *Yesterday To Today*



**1976**



**1977-1999**



**2000-present**

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# *Yesterday To Today*

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**WALMART** 1962-1964

**WAL-MART** 1964-1981

**WAL-MART** 1981-1992

**WAL★MART®** 1992-2008

**Walmart**  2008-present

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# Don't own or license these marks



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# *Protecting our brand*

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This is a symbol of our heritage, our pride, blood, sweat and tears

**HELP PROTECT THE IMAGE THAT TELLS THE WORLD WHO WE ARE**

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