

LATE TESTIMONY



Vietnam Veterans of America

8605 Cameron Street, Suite 400 • Silver Spring, MD 20910 • Telephone (301) 585-4000
Main Fax (301) 585-0519 • Advocacy (301) 585-3180 • Communications (301) 585-5246 • Finance (301) 585-6542
World Wide Web: <http://www.vva.org>

A Not-For-Profit Veterans Service Organization Chartered by the United States Congress

June 6, 2009

George A. Lutz
Honor and Remember, Inc.
PO BOX 16834
Chesapeake, VA 23328

Re: Request From Honor and Remember, Inc.
For Permission to Use the VVA Logo

Dear Mr. Lutz:

Barry Hagge, VVA's National Secretary, recently forwarded me your May 29, 2009 e-mail to him (copy below as Appendix A). Since the VVA National Board of Directors has endorsed the "Honor and Remember Flag" campaign, and since Pennsylvania has recently become the first state to endorse the campaign, your e-mail requests: (1) permission to use the VVA logo on the Honor and Remember website, <http://www.honorandremember.org/>, and on printed materials, and (2) either a copy of a high resolution VVA logo or directions to where you can find one.

Your request came my way because the 13-page policy the VVA Board of Directors adopted on April 11, 2008, about use of VVA trademarks, service marks, and logos: (1) describes already authorized uses for which new permission is not necessary; and (2) makes me responsible for approving or disapproving VVA logo use requests when the proposed use is one that has not already clearly been authorized by the policy.

Although your request is not one that is already clearly authorized by the VVA Logo Policy, Honor and Remember, Inc., is hereby granted permission to use the VVA logo on its website, <http://www.honorandremember.org/>, solely for the purpose of indicating that VVA endorses the Honor and Remember Flag campaign. The permission does not extend to using the VVA logo: (1) in a manner which indicates or suggests that VVA endorses the commercial products or services advertised on the Honor and Remember site, or (2) on any of the commercial advertisements on the Honor and Remember site. I don't think for a minute that you have anything like this in mind, but sometimes marketing and advertising folks can get more enthusiastic than a trademark owner intends. Consequently, VVA reserves the right to terminate permission to use the VVA logo, if, in VVA's exclusive judgment, that becomes necessary. If you would like the VVA logo to also be a "clickable" icon for a link to the VVA website, <http://www.vva.org/>, icon, Carol Engle, the Director of VVA's Information Technology Department ["Carol Engle" <cengle@vva.org>] can provide you with the code for that, if you need it.

With respect to your request for permission to use the VVA logo on "printed materials," Honor and Remember, Inc., is hereby granted permission to use the VVA logo on printed materials, such as posters, brochures, pamphlets, and flyers, solely for the purpose of indicating that VVA endorses the Honor and Remember campaign. This permission does not extend to using the VVA logo: (1) on printed material such as checks or financial instruments or (2) on printed materials such as advertisements or labels for commercial products.

The permission granted to Honor and Remember, Inc., for use of the VVA logo for the stated purposes is limited to Honor and Remember, Inc. Honor and Remember, Inc., is not authorized to assign or license use of the VVA logo to any other organization, entity, group, or individual(s).

Attached to the e-mail transmitting this letter is a high resolution VVA logo.

Sorry if the above seems a bit bureaucratic and rmal, but, after years of headaches and hassles about use of the VVA logo, VVA developed the policy on logo use so that the rules of the road were spelled out. But the rules of the road don't address every situation, and logo use questions landed on my plate.

On a personal note, I think what you're doing is flat-out remarkable. I've been with VVA for nearly twenty-five years and learned early that Vietnam veterans are usually pretty wary about what they endorse. But, when it comes to honor and respect for those who served, and, closer to home, those who fell or made it back, but passed before their time, Vietnam veterans stand up and are counted. That's what happened here and I'm not surprised that it did.

If you run into any questions about use of the VVA logo for the Honor and Remember Flag campaign, please feel free to contact me.

Sincerely,

Mokie Pratt Porter
VVA Director of Communications and Marketing

cc: Barry Hagge, National Secretary