



DEPARTMENT OF THE NAVY  
HEADQUARTERS UNITED STATES MARINE CORPS  
3000 MARINE CORPS PENTAGON  
WASHINGTON, DC 20350-3000

IN REPLY REFER TO:

November 6, 2009

From: Marine Corps Trademark Licensing Office  
Headquarters United States Marine Corps  
Public Affairs (PA) RM 4B548  
3000 Marine Corps Pentagon  
Washington DC, 20350-3000

To whom it may concern,

For many years the Marine Corps has provided permission letters to companies and individuals wishing to sell products bearing Marine Corps trademarks such as but not limited to the Eagle, Globe and Anchor, term U.S. Marine Corps, United States Marine Corps, Marine, Marine Corps and initials USMC.

With a recent change in law, 10 U.S.C 2260, the Marine Corps is now authorized to enter into license agreements with companies selling products in conjunction with Marine Corps trademarks.

As a result of 10 U.S.C. 2260 the Marine Corps has created a Trademark Licensing Office which has been given the task of licensing companies and protecting the Marine Corps brand worldwide.

As such we are writing you to provide you with a Marine Corps License Agreement Application and Licensing Qualification Standards for your possible action.

We are now requiring all companies wishing to continue the use Marine Corps emblems and insignia commercially to enter into an official license agreement.

This is notification of the termination of any permission letter or letters you have received from the United States Marine Corps in the past which granted permission to use Marine Corps insignia commercially.

As a reminder the use of U.S. Marine Corps trademarks for commercial purposes, including reproduction on merchandise, is expressly prohibited unless the producer completes a license agreement with the Marine Corps. Use is governed by the terms of the agreement and we look forward to bringing you on board as an official Marine Corps licensee.

We are committed to working with companies who have successfully managed Marine Corps product sales who may not qualify for licensing under our new Licensing Qualification Standards. If you feel your company is unable to meet these requirements you may request a waiver from the Trademark Licensing Office in the area in which you do not qualify.

Please feel free to contact the Marine Corps Trademark Licensing Office with any questions or concerns.

Jessica O'Haver

A handwritten signature in black ink that reads "Jessica E. O'Haver". The signature is written in a cursive style with a large initial 'J' and a distinct 'E'.

Program Manager  
Marine Corps Trademark Licensing Office  
Headquarters United States Marine Corps  
Public Affairs (PA) RM 4B548  
3000 Marine Corps Pentagon  
Washington DC, 20350-3000  
Comm: 703-614-7678  
Fax: 703-697-5362