

UNITED STATES POWER SQUADRONS
DISTRICT 9
STANDARD OPERATING PROCEDURE

Title:

No. **46**

**SQUADRON LEGAL NAME AND USE OF THE
AMERICA'S BOATING CLUB LOGOS AND NAME**

Date Created: 13 Apr 2019

Revised:

First, remember, **legally we are still the United States Power Squadrons**, but we are also America's Boating Club.

1. In written format, always list our official/legal name as "United States Power Squadrons®" don't use USPS and always follow the text with the superscript ® symbol.
2. The official name of the squadron is not to be changed. All contracts, tax forms, and uses which require the incorporated name are not to be modified. Any such modifications effect the squadron's non-profit, 501(c)(3), status.
3. The logos, brand name, and tagline are free for use by squadrons subject to certain restrictions:
 - a. These logos are protected with a copyright and trademark, as are the name "America's Boating Club" and the tagline "For Boaters, By Boaters".
 - b. The logos include the graphic of the boats along with the name "America's Boating Club". Some versions of the logos also include "For Boaters, By Boaters".
 - c. All versions and components are included in the trademark protection.
4. USPS grants a general, revocable, nonexclusive license to its districts and squadrons to use the trademarks and logos belonging to USPS in connection with USPS, district, and squadron activities, publicity and promotion as long as they adhere to the standards prescribed by USPS Brand Standards Manual and other documentation.
5. Squadrons and districts may not alter USPS logos in any way or use them in ways that are contrary to those prescribed by USPS.
6. America's Boating Club is not a tag line, but an alternate brand. The America's Boating Club name or logo can be substituted for the United States Power Squadrons name or ship's wheel logo wherever it appears. The text "America's Boating Club® is a

trademark of the United States power Squadrons®” MUST appear on any page where America’s Boating Club® is substituted for the traditional brand and used as the primary brand.

7. Although the **official** name of a squadron is not to be changed (see #2 above), a squadron may decide to utilize a trade or alias name. For example, Grand Rapids Sail and Power Squadron may prefer to do business as America’s Boating Club of West Michigan. This is not an official name change but establishes the name under which the squadron will do business. This is perfectly legal and is commonly done in the business world. Often, this is called “Doing Business As” or DBA.
8. The DBA name must be approved by the District to assure there is no duplication of the name by another squadron.
9. This trade name MUST be registered with the State’s Department of Licensing and Regulatory Affairs, Corporations, Securities & Commercial Licensing Bureau.

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<p>SOP 46 HISTORY: CREATED: 13 APR 2019 REVISED:</p>
