The Remembrance Poppy

REGISTERED TRADEMARK

of The Royal Canadian Legion, Dominion Command

The Dominion Command of The Royal Canadian Legion has registered the trademark of the Poppy image to safeguard the Poppy insignia as a symbol of Remembrance. The People of Canada also provided enhanced protection to the Poppy insignia as a protected mark through an Act of Parliament in 1948.

The Legion has registered many variations of the Poppy image (lapel poppy, Poppy logo, symbols and flower) as trademarks and also has registered the trademark POPPY. The ensuing rights prevent unauthorized use, especially in the context of Veterans, remembrance and fund-raising for each trademark.

The Poppy can never be used as a symbol of Remembrance for profit or personal gain and may not be used without the express written permission of Dominion Command by any organization, group, community, or individual for commercial or charitable display or public distribution.

Learn more about the trademark:
legion.ca/poppy-trademark

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Dominion Command commonly sees misuse, abuse, commercialization and unauthorized use of the Poppy symbol.

DID YOU KNOW...

The Remembrance Poppy **CANNOT** be used without authorization







- **on consumer items** such as products, apparel, art, or commemorative items or their packaging
- **on lawn signs** and door decorations produced for distribution
- **in promotions** or signage for a business, an offer, an event or group
- **as produced or crafted for resale**, to raise money, or for public distribution
- **on a commemorative Christmas decoration**
- **incorporated into a logo**

The Remembrance Poppy **CAN NEVER**

- be placed where it can **be walked on**
- be made as **edible products**



These are just a few examples of **UNAUTHORIZED USE.**



Strict rules and approvals outlined in **The Legion Poppy Manual** defend the Poppy against misuse. The Dominion Command Poppy and Remembrance Committee is entrusted with ensuring proper use and authorization of the trademark symbol.

See Legion.ca/poppy-trademark for link to the Poppy Manual.

HELP SAFEGUARD THE POPPY SYMBOL

Legion Branches can safeguard the Poppy by:
Directing all requests for the use of the Poppy image, for any purpose to Dominion Command.
Reporting all unauthorized uses of the trademark Poppy symbol to Dominion Command.

Direct requests to Freeman Chute | FChute@Legion.ca
Coordinator, Dominion Command Poppy and Remembrance Committee

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