



SOROPTIMIST
Best for Women

*Improving the lives of women and girls
through programs leading to social
and economic empowerment.*

SOROPTIMIST INTERNATIONAL OF THE AMERICAS

Licensing Frequently Asked Questions

Licensing Basics

1. Apply for licensing approval BEFORE you place any orders. SIA has denied some licensing applications in the past, so you do not want to have unauthorized merchandise that you will not be able to sell.
2. Please submit one application form for each item that your club/region wishes to license. For example, if you want to license a glass and an apron, then you need to submit two application forms.
3. Submit artwork provided by your vendor, a photograph, or an actual sample of the item to show how the mark will actually be used on the item. Your licensing request will NOT be considered without this visual information.
4. Submit \$50 fee for each item/form. In the event that your application is denied, your fee will be returned.

Please note SIA is the sole provider of any jewelry item bearing any Soroptimist registered trademark. The “Use of SIA Registered Marks Policies”, available on the SIA website in all languages, regulates the use of materials bearing any of Soroptimist’s registered trademarks.

Below please find some frequently asked questions about licensing. Please contact SIA headquarters if you have any other questions not addressed in this FAQ.

Can our club use any of the Soroptimist marks on items we would like to produce and sell?

Only two of SIA’s marks may be used on items for clubs to license, produce and sell: “Soroptimist” and what has been referred to as the “S” or SIA logo, which has been in use since 2004. Either the name or the SIA logo may be used on any items made for commercial use, in order to help promote our visual identity; they are the only marks that will be approved for licensing. SIA retains the rights to produce and sell any Live Your Dream items. Requests to license any marks other than “Soroptimist” or the “S” SIA logo will not be granted.

Do we need to ask Soroptimist International for permission to use the emblem?

SI has charged the federations with legal protection of the name and emblem in the countries they serve. In SIA, the emblem (woman upholding a Soroptimist banner) on materials that originate from Soroptimist International headquartered in Cambridge, United Kingdom, and on some member pins. Requests for licensing the SI emblem on items within SIA will not be granted, and any uses other than those listed above are prohibited.

My club wants to make up t-shirts for our members to wear at a local 5K run to benefit our local domestic violence shelter. Do we need to apply for licensing for these t-shirts?

Clubs or regions that are producing items as promotional items (that is items that are not to be sold to the public or other Soroptimists and items that will not be used as donation premiums) do not need to apply for licensing approval, as allowed in the "Use of SIA Registered Marks Policies". However, clubs need to be sure they abide by all other provisions in the policies.

Our club plans on producing and selling sticky-back notepads with the Soroptimist S logo and inspirational messages, but we haven't done anything yet. What do we need to do?

Your club should get approval to use the Soroptimist S logo for the notepads by submitting a Licensing Application and the fee. You must submit your form, and receive approval to use the mark BEFORE you order any merchandise.

Our club is a sponsor of a local charity walk-a-thon. As a sponsor, can we provide the S logo to the organizers to use on banners at the event and on the t-shirts that are given to event volunteers and the runners? Do we need to apply for licensing?

As a sponsor of this event, the club can supply the logo to the event organizers, and the licensing application is not necessary in this instance.

Our club wants to produce re-usable cloth shopping bags and make them available to the public for a voluntary donation. Do we need to apply for licensing approval, even though these items technically will not be sold?

In this instance, donation versus sale makes no difference, as the donation is in lieu of an outright sale in order to allow the donor potentially to make a deduction on their taxes, and the licensing application and prior approval would be required.

One of our club fundraisers is to produce a community calendar. We do place the logo on the calendar, but there are also other images and artwork, so the logo is more of a promotional tool. Do we need to apply for licensing approval?

Licensing approval is not necessary in this instance, or in similar instances such as putting the logo on a club cookbook, and then selling it. The product that is really selling is the cookbook or the calendar, and the people your club is selling to most likely are not buying the cookbook or the calendar because of the logo printed on the paper.

I'm an incoming club president, and would like to present each of the club's members with a small votive candle holder that I am painting the logo on. Will this type of favor be subject to the licensing requirement?

No, favors that are not going to be sold are not subject to licensing approval.

We would like to produce wine glasses as favors for a club wine-tasting event? Will the licensing approval apply?

The licensing application only applies if the wine glasses will be sold separately either before, during or after the event. If the wine glasses are included as a favor or memento of the event, when the cost of providing the glass is included in the price of the event ticket, and any remaining or extra will not be sold, then the licensing application is not required.

Our club is interested in selling locally produced jams and jellies. Can we license the logo to place on the label?

Licensing may be permitted, but will be assessed on a case by case basis. Food and drink items require a higher level of scrutiny because of potential liability issues. The proposed label/package must include the manufacturer's name and business location. Food products must be produced in commercial kitchens, unless there are state cottage food laws that permit otherwise. It is required that the manufacturer's or brand logo is prominently visible, and the use of the Soroptimist logo is secondary, and accompanied by a statement such as "prepared/bottled/produced especially for Soroptimist International of Anytown". In no case should potential purchasers think that the product is Soroptimist coffee, or Soroptimist granola, etc. It is suggested that clubs/regions submit their labeling/package for possible revisions and general approval before filing their formal licensing application and submitting the fee.

One of our members makes and sells bath and body lotions, and is donating some items to the club for us to sell as a fundraiser. Is licensing required if we put the Soroptimist logo on these items?

Licensing of such products may be permitted, but will be assessed on a case by case basis. Personal care items require a higher level of scrutiny because of potential liability issues. The proposed label/package must include the manufacturer's name and business location. The use of the Soroptimist logo must be secondary to the manufacturer's or brand label, and accompanied by a statement such as "prepared/bottled/produced especially for Soroptimist International of Anytown". In no case should potential purchasers think the product is Soroptimist soap, or Soroptimist lotion, etc. It is suggested that clubs/regions submit their labeling/package for possible revisions and general approval before filing their formal licensing application and submitting the fee.