

USE OF AA'S TRADEMARKS AND LOGOS

The following is a complete list of registered trademarks and service marks which symbolise Alcoholics Anonymous, its work and purpose:

#1 THE WRITTEN WORDS: "ALCOHOLICS ANONYMOUS"

#2 TRADEMARK LOGO:



#3 CONFERENCE – APPROVED LITERATURE TRADEMARK:



Use of these marks on goods or services which do not emanate from AA and have not been approved by AA both "*infringes upon and dilutes the AA marks*", to put it in legal terms. The resulting harm is that the marks, and AA itself, since AA is what the marks symbolise, will come to be associated with a variety of products and services which are not part of AA and which are not consistent with our purpose.

This will cause the marks to lose their meaning and significance as a symbol of AA, eventually placing them in the public domain for anyone to use on anything they please. Use of the AA marks within the Fellowship on novelty items or trinkets is just as harmful, in this legal sense, as use by entities engaged in the business of selling medallions, jewellery, bumper stickers and the like.

Equally important, these novelty items have little to do with AA's primary purpose. We should hold our trademarks in high esteem, and use them only in a manner which reflects the seriousness of our purpose.

Accordingly, it is permissible for AA Groups and service entities to use the mark #2, as shown above, on newsletters, bulletins, and letterheads, and in connection with locally published literature which is produced in support of AA's Legacies of Unity, Service, and/or Recovery.

Only the General Service Conference may use logo #3, when identifying Conference-Approved literature. Casual use of this logo on items like coffee mugs, medallions, chips, jewellery, trinkets and bumper stickers and the like, or changes and/or stylisation of the designs which appear above, even when used in an otherwise permissible fashion, *infringes and dilutes the marks* and could eventually destroy them.

The Logo #2 needs always to have the Registration Mark following it.

The words "Alcoholics Anonymous" do not require the Registration Mark following it in text as it is difficult to see which word or words are actually registered.

When using the words "*Alcoholics Anonymous*" in text, at the bottom of the text the following words should be inserted:

"The words 'Alcoholics Anonymous' are a registered Trade Mark of the General Service Board of Alcoholics Anonymous, Australia."

The words "*Alcoholics Anonymous*" and the Logos in the text above are all registered Trade Marks of the General Service Board of Alcoholics Anonymous, Australia.

See also Section 11 of the Australian General Service Manual: "AA Literature".