



Grand Council
VENERABLE CLAMPATRIARCHS OF
E Clampus Vitus®

INCORPORATED

A CALIFORNIA CORPORATION FOUNDED 4005 B. C.

To: All Chapters, Outposts, Hawkers, and Assistant Hawkers

1/2/2015

I'd like to start by saying thank you to all the Hawkers and Assistant Hawkers. Your dedication to your chapter and the organization, and the time you donate is greatly appreciated by all. Without your hard work many chapters would not be able to provide the donations to the community they live in, and many chapters would not survive without the financial support you provide.

Several years ago the Board of Proctors requested that all new E Clampus Vitus® merchandise produced with registered trademarks on them properly display the registered symbol. Most items produced since then have properly displayed the symbol, but at times some items have been missed. This does not exclude the Board of Proctors and the production of some of the Clampatriarch badges and pins. It is imperative that we work together to continue to protect our trademarks and ensure that all new items properly display the registered mark.

It was decided at Grand Council in May, 2014, that we would encourage older merchandise that did not properly display the registered symbol be sold off by the chapters, and that all items sold at Grand Council in May 2015 properly display the symbol. This was not intended to hinder, limit or discourage sales, but to start properly enforcing the use, display and distribution of items displaying our registered trademarks.

We also recognize chapters have already been working to off load older merchandise and it can be challenging with some items. We have been working hard to find ways to make it easier to sell items that were not initially produced with the proper use of the registered symbol embedded in them. After more research this can be resolved in several ways with the information below from the US Patent and Trademark Office:

UNITED STATES PATENT AND TRADEMARK OFFICE

ACCEPTABLE TRADEMARK SPECIMENS

To be acceptable for trademark registration purposes, a specimen must show the mark as used on or in connection with "goods" (products) sold in commerce. The manner of trademark use on a specimen must be such that potential customers would readily understand the trademark as identifying and distinguishing the applicant's goods and indicating their source.

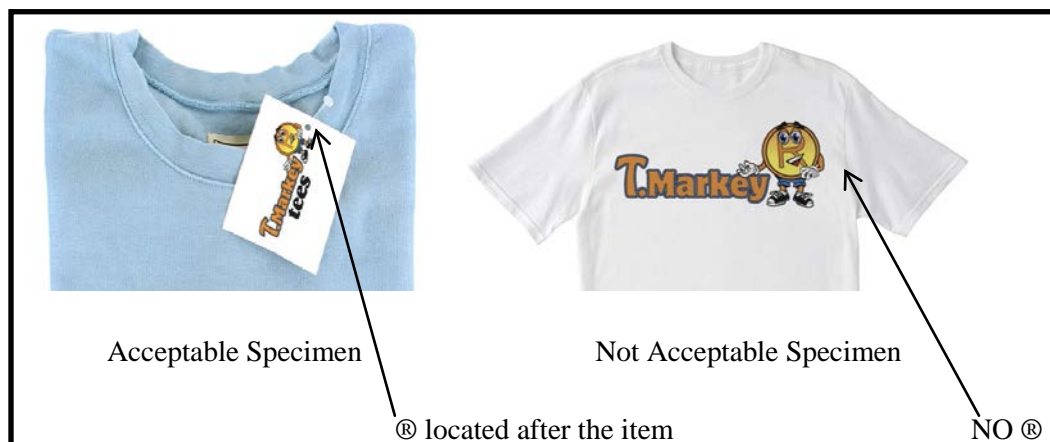
These items are acceptable specimens for trademark registration purposes:

- A label or tag on which the mark is imprinted and that can be attached or otherwise affixed to containers or packaging in which the product is sold or shipped;
- A label, tag or decal that can be attached or otherwise affixed to the product itself;
- Photographs or digital images of an actual product on which the trademark is imprinted or engraved;
- A product package or shipping container on which the mark is imprinted by metal stamping; by a rubber stamp; or it may be inked on by using a stencil or template;
- Photographs of a product package or shipping container on which the mark is displayed;
- Photographs of a static display in which an actual product is exhibited along with a sign or poster on which the mark is displayed to customers, for example at a trade show or in a customer show room;
- Point of sale display materials, for example a poster or placard on which the mark is imprinted and that is displayed with the product on a counter top or display rack at the point of purchase;
- Instruction sheets and instruction manuals on which the mark is imprinted and which accompanies the product when it is sold, for example, computer software
- A digital image of a website page that displays a product, and provides a means of ordering the product, can constitute a "display associated with the goods," as long as the mark appears on the web page in a manner in which the mark is associated with the goods, and the web page provides a means for ordering the product.

NOT ACCEPTABLE AS TRADEMARK SPECIMENS:

- advertising, flyers, leaflets, direct mail cards, circulars and brochures; price lists; order forms; announcements; publicity releases; listings in trade directories; business cards; and materials used for the purpose of conducting internal business such as invoices, bills of lading, waybills, inventory sheets, warranties and business letterhead stationery; and shopping bags and other packaging materials bearing the name of a retail store and used by the store merely for packaging items of sold merchandise.

Samples





Acceptable Specimens with a sticker placed or printed on the packaging.



Acceptable Specimen with the ® incorporated

Acceptable Removable Sticker

We would also like to thank and recognize the Clamper Association of Roisterous Peddlers (C.A.R.P.). While an independent entity, over the years they have worked hard to bring Chapters and Hawkers throughout the organization together and maintain ethical relationships between all. C.A.R.P. is a great resource for new Hawkers or Hawkers in general who have questions, and has also worked with the B.O.P. over the years to resolve issues and concerns related to hawking in general, and that come from the annual C.A.R.P. meeting. It is important to note all monies collected by C.A.R.P. from chapters and the annual Grand Council pins are donated to the Old Timers Museum in Murphy's. This hard work is greatly appreciated and again we say thank you.

Please remember the following rules for hawking at Grand Council:

1. Hawkers may stage early and designate their set up area "Claim". No set up areas are designated or reserved for any chapter or hawker and will be claimed on a first come first served basis.
2. Hawkers are not to open or sell merchandise before 9:00 a.m. on Saturday the weekend of the event, and hawking is only to take place on Saturday.
3. Only Hawkers from recognized Chapters, Outposts, and groups officially recognized by ECV® Inc. are to be selling items at Grand Council.
4. As space is limited, all hawkers are allowed no more than a 20x10 area to claim. Trailers may be parked close by for access, but are not to be in the hawking area unless it fits within your 20x10 claim area. This may consist of a 20x10 canopy, 2 –10X10 canopies, a 10x10 canopy and an 8'-10' trailer, etc...

If any Hawker(s) refuse to respect any of the requirements listed above for the Grand Council event, we will respectfully ask the Hawker(s) in violation to cease their operations for hawking ECV® merchandise at this event. The BOP has appointed a Grand Council Hawker Oversight Committee dedicated to monitoring the Hawking area during the event to help enforce these requirements and support all Hawkers.

Please note these guidelines have been put in place to support and keep things fair amongst the hawkers in attendance. All hawkers are asked to be respectful and supportive of the other hawkers.

In Vitus service,

Ken Berry/Dorsal
Sublime Noble Grand Humbug
E Clampus Vitus Inc.