

To: The Fellowship

From: Donna Markus, Chairperson
World Service Office Board of Directors

The production and sale of merchandise that contains the N.A. logo by individuals for their personal profit presents a legal problem that must be resolved. Under the trademark and copyright laws, the failure of the fellowship to prohibit such activities may lead to N.A. losing the ownership of the logo and the ownership passing to the vendors. The WSO has presented in *Newsline* articles and *Fellowship Reports* numerous articles on this subject.

In addition to the basic legal matter, there has been great controversy concerning this throughout the fellowship. The WSO believes it is important to resolve this matter and provide the protection that our members expect and deserve.

It is clear that a very large number of our members desire these items and will continue buying them regardless of the danger it presents to ownership of the logos. There are only two alternatives: 1) enter agreements to license vendors, giving them proper authority to use the logo in merchandise they produce, or 2) produce such items as a routine matter of inventory and have them sold only through the World Service Office.

The first alternative simply would create an endorsement of an outside enterprise who was authorized to use our logo in a private commercial activity. Our Sixth Tradition is clear on this matter and this alternative seems unacceptable.

The second alternative, of having these items available only from the WSO, would simply extend the range of items sold by the WSO. Although the WSO inventory is principally directed at recovery literature and service materials, the Office has, with fellowship consent, included other items. Key tags, medallions and chips have been principal merchandise items. However, the World Convention (a subsidiary activity of the WSO) has included a wide range of items for sale at the World Convention each year. The proposal recommended below would extend the current practice of providing merchandise only at the World Convention, to having these materials available throughout the year.

There are several benefits to this proposal. It would permit the WSO to properly protect the use of the logo. It would clarify the problems we currently have with the unrestricted production of such materials by individuals. It would permit conventions and members to purchase from the WSO, rather than entering into separate agreements. It would remove much of the controversy throughout the fellowship. The proposal is based on the concept that the logo is the property of the fellowship, and that its protection is important to the fellowship.

This would provide the best control of merchandise produced with the N.A. logo and provide members with reasonable accessibility. It would allow the WSO to fulfill its responsibility to protect this property of the fellowship, while providing the availability of such things and assuring the fellowship of accountability. The WSO could order specific quantities from many of the current manufacturers or ask for bids from other producers. The WSO would inventory these items and keep an adequate supply in stock.

There will be a large number of items that the WSO would not include in the inventory, that are produced at the request of regions, areas, service offices and convention committees. T-shirts, for example are usually made for each convention and they frequently include the N.A. logo. Service boards and committees would continue to have these types of things produced for their conventions, dances or offices by local vendors rather than having the WSO produce them. This motion is directed more specifically at vendors who are in the business of selling items with the N.A. logo all over the fellowship. The motion is not intended to interfere with the work currently being done by area and regional service committees.

It is therefore the recommendation of the World Service Office that this motion be adopted.

#36. That the WSO be instructed to include in the WSO inventory various items of merchandise (including jewelry and other popular items purchased by N.A. members) that contain representations of the N.A. logo for sale to members and service committees.

Intent: To provide the appropriate legal protection of the N.A. logo. To enable the WSO to fulfill its responsibility to protect the trademark and copyright property of the fellowship. To end the private marketing of such merchandise for personal gain and the misuse of the N.A. logo in this way. To diminish the controversy surrounding the current unrestricted production and sale of merchandise containing the N.A. logo, providing a method by which such materials can still be available to those members and committees desiring such items.