

MRFF DEMANDS STOPPAGE

OF OFFICIAL MILITARY EMBLEMS

ON OVERTLY CHRISTIAN DOG TAGS



CHRIS RODDA MRFF SENIOR RESEARCH DIRECTOR

OP-ED BY:



Department of Defense INSTRUCTION

NUMBER 5535.12 September 13, 2013 SUBJECT: DoD Branding and Trademark Licensing Program Implementation

PURPOSE. This instru ction imple ents the DoD Branding and Trademark Licens Program pursuant to DoD Directive (DoDD) 5535.09 (Reference (a)), section 2260 of Title 10, nited States Code (U.S.C.) (Reference (b)), and sections 1051 through 1127 of Title 15, U.S. It came to the attention of the Military Religious Freedom Foundation (MRFF) last week that the U.S. Marine Corps (USMC) had officially licensed a Christian jewelry company to use the official trademarked USMC emblem on their products. Among its products, the company, Shields of Strength LLC, is currently producing dog tags with a Bible verse on one side and the official USMC emblem on the other. They also sell similar Bible verse dog tags for the other military branches, using the official trademarked Air Force and Navy emblems and the official trademarked Army logo, although its unknown whether or not they have been granted a

unconstitutional government endorsement of religion, but also violates the Department of Defense's regulation on what items can and cannot be licensed to contain the official DoD emblems and logos. [...] The U.S. military should absolutely not be officially endorsing through the use of its emblems and logos the products of a company whose stated mission for selling these products is: "To share the love, hope, forgiveness, and power of God's Word with others and to see people victorious in life's battles and in a relationship with Jesus Christ."

Therefore, MRFF is demanding that the military cease to allow the use of its emblems and logos by Shields of Strength, sending the following letter to the USMC's trademark office and similar letters to the trademark offices

of the other three military branches. [...] Click to read on Daily Kos

MRFF's DEMAND LETTERS TO THE

MILITARY BRANCH TRADEMARK OFFICES

Demand Letter to the Marines:

MILITARY RELIGIOUS FREEDOM

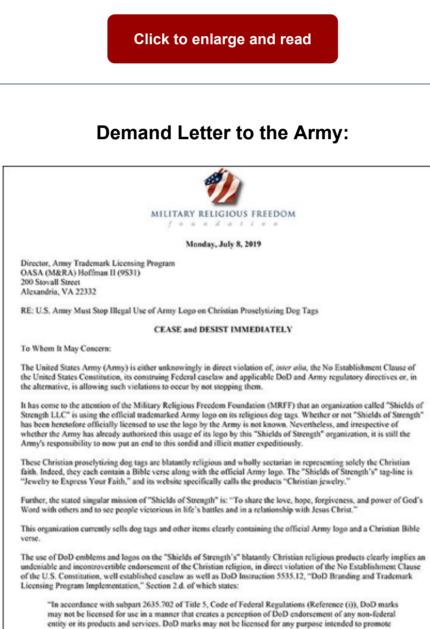
Monday, July 8, 2019

Further, the stated singular mission of Shields of Strength is: "To share the love, hope, forgiveness, and power of God's Word with others and to see people victorious in life's battles and in a relationship with Jesus Christ."

This organization currently sells dog tags and other items clearly containing the official USMC emblem and a Christian The use of DoD emblems and logos on the Shields of Strength's blatantly Christian religious products clearly implies an undeniable and incontrovertible endorsement of the Christian religion, in direct violation of the No Establishment Clause of the U.S. Constitution, well established caselaw as well as DoD Instruction 5535.12, "DoD Branding and Trademark Licensing Program Implementation," Section 2.d. of which states: "In accordance with subpart 2635,702 of Title 5, Code of Federal Regulations (Reference (ii)), DoD marks may not be licensed for use in a manner that creates a perception of DoD endorsement of any non-federal entity or its products and services. DoD marks may not be licensed for any purpose intended to promote ideological movements, sociopolitical change, religious beliefs (including non-belief), specific interpretations of morality, or legislative/statutory change...." 13170-B CENTRAL AVENUE SE, SUITE 255, ALBUQUIEROTE, SIM SPISO S00-926-202 Click to enlarge and read Demand Letter to the Air Force: MILITARY RELIGIOUS FREEDOM Monday, July 8, 2019 Air Force Public Affairs Agency ATTN; Air Force Branding and Trademark Licensing 555 E Street East Suite 3, Room 113 JBSA - Randolph, TX 78150 2261 Hughes Ave, Stc. 157 Lackland AFB, TX 78236 RE: U.S. Air Force Must Stop Illegal Use of Air Force Emblem on Christian Proselytizing Dog Tags CEASE and DESIST IMMEDIATELY

The use of DoD emblens and logos on the "Shields of Strength's" blatandy Christian religious products clearly implies an undeniable and incontrovertible endorsement of the Christian religion, in direct violation of the No Establishment Clause of the U.S. Constitution, well established easelaw as well as DoD Instruction 5535.12, "DoD Branding and Trademark Licensing Program Implementation," Section 2.d. of which states:

13170-B CENTRAL ASENUE SE. SUITE 255, ALBUQUE ROSSE, \$900 0000-000-0018



Monday, July 8, 2019 Office of Counsel, Code 00CC ATTN: Trademark Licensing Office

Office of Naval Research

875 N. Randolph Street

[...]

[...]

[...]

the suit states.

revamped rules.

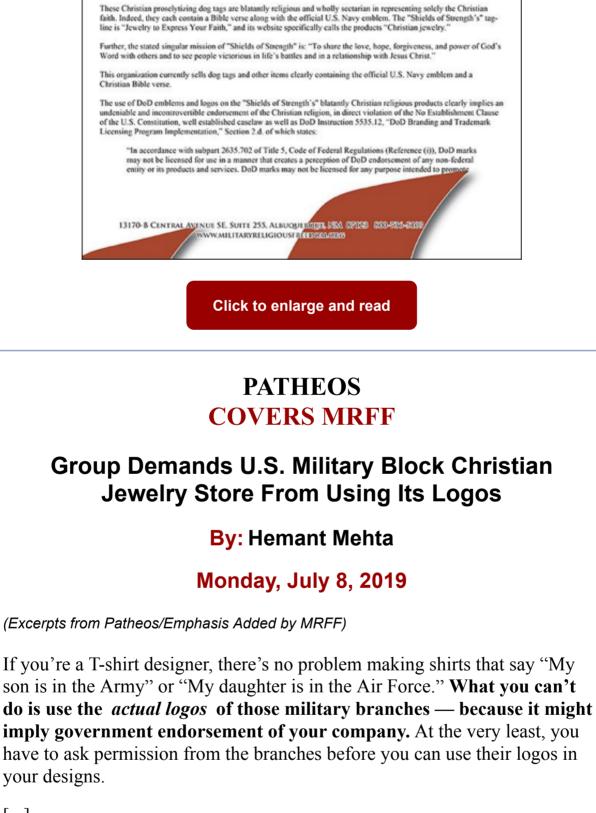
religious group.

13170-5 CENTRAL AVENUE SE. SUITE 255, ALBUQUE BOUTE, SIM. SOITE SED-SED-STEE

Click to enlarge and read

Demand Letter to the Navy:

MILITARY RELIGIOUS FREEDOM



Seems pretty straight-forward. Almost no one can license those logos. And

they sure as hell can't be used in connection with an ideological or

"These brand new VA policies — clearly based upon the U.S. Supreme Court's recent, idiotic decision in the Bladensburg Cross case — are nothing more than a transparent and repugnant attempt to further buttress and solidify fundamentalist Christianity as the insuperable official religion of choice for the VA, our Armed Forces, and this

country," said MRFF President Mikey Weinstein.

CLICK TO READ BACKGROUND ON MRFF'S DENOUNCEMENT OF THE VETERANS **ADMINISTRATION'S NEW "RELIGIOUS AND** SPIRITUAL SYMBOLS POLICIES"

and Amazon donates.

amazonsmile Shop at smile.amazon.com

Your Generous Support Allows us to Continue our Fight in the Courts and in the Media

Join MRFF's Constitution Society (Recurring Donation)

Help Build the Wall: Donate a "Brick"!

References: See Enclosure 1 license to do so. The problem? The use of official Armed Forces emblems and logos on

blatantly religious items like these dog tags is not only an

RE: USMC Violations of the United States Constitution and DoD Regulatory Directives CEASE and DESIST IMMEDIATELY To Whom It May Concern: The United States Marine Corps is currently in direct violation of, inter olio, the No Establishment Clause of the United States Constitution, its constraing Federal caselaw and applicable DoD and USMC regulatory directives It has come to the attention of the Military Religious Freedom Foundation (MRFF) that an organization called "Shields of Strength LLC" is a U.S. Marine Corps (USMC)-officially approved licensee for using the official trademarked USMC emblem on its Christian religious dog tags. These Christian proselytizing dog tags are blatantly religious and wholly sectarian in representing solely the Christian faith. Indeed, they each contain a Bible verse along with the official USMC emblem. The Shields of Strength's tag-line is "Jewelry to Express Your Faith," and its website specifically calls the products "Christian jewelry."

U.S. Marine Corps Trademark & Licensing Program Headquarters United States Marine Corps Public Affairs, Room 4B548

3000 Marine Corps Pentagon Washington, DC 20350

To Whom It May Concern: The United States Air Force (USAF) is either unknowingly in direct violation of, inter alia, the No Establishment Clause of the United States Constitution, it's construing Federal caselaw and applicable DoD and USAF regulatory directives or, in the alternative, is allowing such violations to occur by not stopping them. It has come to the attention of the Military Religious Freedom Foundation (MRFF) that an organization called "Shields of Strength LLC" is using the official trademarked USAF emblem on its religious dog tags. Whether or not "Shields of Strength" has been heretofore officially licensed to use the emblem by the USAF is not known. Nevertheless, and irrespective of whether the USAF has already authorized this usage of its emblem by this "Shields of Strength" organization, it is still the USAF's responsibility to now put an end to this sordid and illicit matter expeditiously. These Christian proselytizing dog tags are blatantly religious and wholly sectarian in representing solely the Christian faith. Indeed, they each contain a Bible verse along with the official USAF emblem. The "Shields of Strength's" tag-line is "Jewelry to Express Your Faith," and its website specifically calls the products "Christian jewelry." Further, the stated singular mission of "Shields of Strength" is: "To share the love, hope, forgiveness, and power of God's Word with others and to see people victorious in life's battles and in a relationship with Jesus Christ," This organization currently sells dog tags and other items clearly containing the official USAF emblem and a Christian

"In accordance with subpart 2635.702 of Title 5, Code of Federal Regulations (Reference (i)), DoD marks may not be licensed for use in a manner that creates a perception of DoD endorsement of any non-federal entity or its products and services. DoD marks may not be licensed for any purpose intended to promote ideological movements, sociopolitical change, religious beliefs (including non-belief), specific

RE: U.S. Navy Must Step Illegal Use of Navy Emblem on Christian Proselvtizing Dog Tags CEASE and DESIST IMMEDIATELY The United States Navy is either unknowingly in direct violation of, *inter alla*, the No Establishment Clause of the United States Constitution, it's construing Federal caselaw and applicable DoD and U.S. Navy regulatory directives or, in the alternative, is allowing such violations to occur by not stopping them It has come to the attention of the Military Religious Freedom Foundation (MRFF) that an organization called "Shields of Strength LLC" is using the official trademarked U.S. Navy emblem on its religious dog tags. Whether or not "Shields of Strength" has been heretofore officially licensed to use the emblem by the U.S. Navy is not known. Nevertheless, and irrespective of whether the U.S. Navy has already authorized this usage of its emblem by this "Shields of Strength" organization, it is still the Navy's responsibility to now put an end to this soudid and illicit matter expeditiously.

And yet an online Christian jewelry store called Shields of Strength isn't just using military emblems and logos on a series of dog tags — they've explicitly received permission to do so from at least one branch. That's according to the Military Religious Freedom Foundation 's founder Mikey Weinstein. In both situations, though, the jewelry violates the military's own rules, and MRFF is demanding the government put a stop to it. In a series of letters to <u>all</u> the <u>branches</u>, MRFF is calling for a cease and desist notice against the Christian company — and for the people in the government responsible for this to be publicly reprimanded. Click to read on Patheos CLICK TO READ BACKGROUND ON PAST MRFF VICTORY GETTING OFFICIAL DEPARTMENT OF DEFENSE EMBLEMS REMOVED FROM HOLMAN MILITARY BIBLES CLICK TO READ BACKGROUND ON PAST MRFF **VICTORY STOPPING PASTOR ROBERT JEFFRESS** FROM USING OFFICIAL DEPARTMENT OF DEFENSE **SEALS AT HIS MEGACHURCH RELIGION NEWS SERVICE COVERS MRFF** VA's revised policies on symbols, displays aim to protect 'religious liberty'

By: Adelle M. Banks

Monday, July 8, 2019

In the wake of a Supreme Court decision permitting a cross to remain on a public highway, the Department of Veterans Affairs has revised its policies

The policy revisions, announced July 3, come two months after a U.S. Air Force veteran filed suit against the director of the Manchester (New Hampshire) VA Medical Center, seeking the removal of a Bible from a

"As a Christian, he respects and loves all his military brothers and sisters and does not want to be exclusionary by the placement of the Christian Bible,"

The Military Religious Freedom Foundation, which the suit says received

complaints from 14 other veterans about the display, decried the VA's

(Excerpts from Religion News Service/Emphasis Added by MRFF)

on religious symbols in displays at VA facilities.

POW/MIA table at that facility.

[...] Click to read on Religion News Service

