

# GUIDELINES

for the Tommy Moose® program

**Moose International  
Activities Department**  
155 S. International Dr  
Mooseheart, IL 60539-1172  
630-966-2216  
[www.mooseintl.org](http://www.mooseintl.org)

## ABOUT

### The Tommy Moose program and Moose International

Tommy Moose is a growing community service symbol of Moose International and the Loyal Order of Moose. The character; the name Tommy Moose® and the likeness of Tommy are legally protected service marks or trademarks, some of which are registered with the United States Patent and Trademark Office and held by Moose International, Inc.

Tommy, in the personage of the Tommy Moose plush doll, is part of a Moose Community Service initiative. The Tommy Moose Plush Doll is available from Moose Catalog Sales. These unique soft and cuddly Moose dolls are intended to be purchased by units of the Loyal Order of Moose (Lodge, Chapter or Moose Legion) and donated to Police, Fire, Hospitals, Rescue and other Emergency Professional Agencies with the purpose of giving them to traumatized children in the event of a traumatic event.

The Tommy Moose image is one that exemplifies caring, concern, support, empathy and willingness to befriend those in situations of despair, fear, uncertainty, distress, loneliness and hopelessness. Tommy Moose is also part of a larger program aimed at promoting safety and safe behavior for all children; including, but not limited to endorsement of Safe Surfin', safe child identification programs (ID cards, fingerprinting and DNA registration), fire safety, safe recreation programs (bicycle, skating, skateboard, swimming), or other future partnerships with programs advocating child safety and security.

In its role as coordinator of the Tommy Moose Program, the Activities Department of Moose International is vested with the responsibility for protecting the Tommy character and the Tommy Moose image and determining its proper use.

These guidelines do not, except where specified, give presumptive approval for the use of the Tommy Moose characters, images, or slogans. Moose International, Inc., through its Activities Department seeks to maintain the high credibility and integrity of Tommy Moose, his image and the use of approved Tommy Moose costumes, merchandise, and plush toys.

Aside from approved artwork and program materials provided on the Moose International website, approval to use the Tommy Moose character, images, and costume can be only obtained by sending a written request to the Activities Department and receiving a written approval. If you wish to contact the Activities Department concerning permission to use one of the Tommy Moose marks described in this guide, please use the address below or email:

**Tommy Moose application review**  
**Moose International  
Activities Department**  
155 S. International Dr  
Mooseheart, IL 60539-1172  
630-966-2216

or

[cecker@mooseintl.org](mailto:cecker@mooseintl.org).

Moose International and the Activities Department may deny any request without explanation. All relevant materials are copyrighted or trademarked by Moose International, Inc.

If permission to use a specific image of Tommy Moose is granted, only that image may be used. Substitution of a different image is not acceptable; permission must be granted for each image or group of images used. Moose Units (Moose Lodges, Chapters, Moose Legions or Activity Groups) may not create an independent or unapproved image or likeness of Tommy Moose for any purpose, or any unauthorized merchandise or publications featuring Tommy Moose photos or illustrations.

All approved uses are limited to a maximum term of one year from the date of approval and are subject to periodic review and renewal requirements. Such approval is subject to revocation at the sole discretion of the Activities Department of Moose International. Grounds for revocation may include, but are not limited to, misuse, misrepresentations, or failure to comply with the conditions of approval presented in these guidelines.

To help maintain Tommy Moose's credibility and integrity and to protect his image, Moose International requires good standing members of the Moose to follow these guidelines and expects them to report any misuse or unauthorized use of Tommy Moose. Violations can be reported to the Activities Department at the address above.

Moose International, Inc. is the owner and guardian of all copyright, registered marks, trademarks, and service marks for Tommy Moose and his image, name, as well as those of associated characters. Therefore, any instruction by Moose International or the Activities Department either to alter or to cease and desist use of the Tommy Moose marks, as well as any denial or revocation of permission to use the Tommy Moose marks must be immediately honored.

# PROPER USE

## Of Tommy Moose

Moose International has developed the following standards for all uses of the Tommy Moose character, name, marks, slogans, and all related character marks, and slogans. Moose International determines these standards at its sole discretion and can revise them at any time.

Tommy Moose must be used in an educational manner, by himself or with other positive characters, to help promote the positive public image of police, fire, EMT or other emergency or community spirited public servants, and to present a positive image of good citizenship, and to further the good name of the Loyal Order of Moose. Anyone who receives permission to use Tommy Moose must maintain the integrity and consistency of the character and comply with all applicable guidelines at all times.

Tommy's main goal is to comfort those in stressful situations and to cast a positive light on the work of police, fire, rescue and other public servants and to foster an interest in good citizenship by caring for those in his community. This goal must be clearly portrayed. He does not fight fires, apprehend criminals, rescue individuals from—or enter into—unsafe situations or act as an authority figure; rather he cares for people and supports those in his community whose lives have been altered by tragic events.

Tommy empowers people to help and support themselves and others. He does not claim that he can do everything himself and does not suggest that he is personally responsible for saving lives. These attitudes should be clearly projected. Tommy must always present a constructive, helpful, caring and positive message and image.

Tommy never blames anyone for failing to take action; rather, he helps people learn what they can do.

Tommy must be portrayed at all times as someone who values and is respectful of good relations with law enforcement, community officials, teachers, parents, youth, senior citizens, businesses, and community organizations. Tommy always uses good judgment, and promotes positive behavior, and never exhibits unsafe practices or unsafe conduct.

Tommy never endorses any person, product, or company. He never endorses, either directly or indirectly, any candidate for political office, any political party, or any political campaign, whether issue-oriented or not. He does not appear at ribbon cuttings or store openings, nor can he be used for commercial advertising purposes.

Tommy may not appear to admonish, frighten, or threaten children. Tommy may not convey his message in a negative manner.

Tommy should always be upbeat, helpful, and positive.

Tommy may not be shown holding a weapon of any type or any weapon-like object or behaving in a threatening manner. He may not imply that he is carrying a weapon. A weapon, or anything that might be construed as a weapon, must never be in Tommy's hands or near Tommy. Tommy may never be directly associated with violence and may not be portrayed in a violent scene.

Tommy may not be shown using tobacco or drinking alcohol, nor may Tommy be used in connection with advertisements or promotions for tobacco or alcohol. Materials or programs incorporating the Tommy character may not suggest, either explicitly or implicitly, that endorses the consumption of alcohol, tobacco, or any other illegal drug by adults or children.

Tommy may never be shown handling illegal drugs or any drug paraphernalia, nor can he be shown taking any drugs, even if the message is a positive one, nor is Tommy to be associated with gambling, either legal or illegal.

No one may manufacture for sale a product containing or featuring any of Moose International's marks unless the individual or firm is a contracted licensee of Moose International or unless a specific, written, advance waiver has been provided by Moose International.

Tommy may never be shown in any sexually suggestive way.

Tommy may never swear or curse, explicitly or implied, nor may he ever make inappropriate gestures.

Tommy may not be used to carry or foster any hateful, racist, sexist, or discriminatory messages or remarks.

## GENERAL GUIDELINES

Visual integrity of all marks must be maintained. **Specifications** for Tommy Moose are set forth in these guidelines. Approved **artwork** is available on the Moose International website (add url to Tommy Moose info location).

Unless otherwise approved by Moose International, organizational names, domain names, email addresses, and telephone numbers incorporating Tommy Moose or related trademarks (e.g., **tommymooselikeskids.com**) may not be registered or used.

Moose International may deny any application for use of Tommy Moose without explanation.

Moose International will not grant permission to use Tommy Moose to anyone who fails to meet **moral and ethical standards** consistent with the reputation and purpose of the Tommy Moose image and program.

Moose International controls the use of its marks, including registered logos, service marks, and graphics of Tommy Moose, which may be used to refer to its products and services. Prior written authorization is necessary for their use. These service marks may not be used to identify any other entity as part of Moose International or its affiliated parts, or to identify products or services that don't belong to the Moose Fraternity. The service marks cannot be used in any way that can create confusion or inaccurately imply Moose International's sponsorship or endorsement of a product, service, or activity.

Moose International asks that the appropriate trademark notice (®, sm, TM) be used with its trademarks. Approved Tommy Moose images must be accompanied by the trademark notice (sm).

The appropriate registration ®, service mark (sm), or trademark symbol must appear next to the Tommy Moose figure and related marks, even when they appear next to each other. The appropriate registration ® must be placed next to "Tommy Moose ®" when it first appears in text.

Other depictions or poses of the Tommy Moose character must be accompanied by the superscript sm, denoting that the symbol is a service mark.

Only licensed products bear the trademark ™.