#### Use Of Name, Emblem, And Membership To Promote Independent Associations And Political Candidates

Members of the Knights of Columbus occasionally form independent associations based on common interests.  Such associations generally center on a shared hobby, recreational activity, or other business, civic, or social interest.  In accordance with Section 162.11 of the Laws of the Order, it is the long-standing policy of the Knights of Columbus that use of the trademarked name and emblem of the Order by independent associations is strictly prohibited, unless expressly authorized in writing by the Supreme Board of Directors.  The rationale for this policy is simple:  such independent associations are not the Knights of Columbus.  If such associations wish to seek authorization to use the trademarked name and/or emblem of the Order to publicly identify and promote the association and its connection to the Knights of Columbus, the association is required to submit its request in writing to the Supreme Secretary.  The association’s request should also include a copy of the association’s by-laws, financial statement(s), annual report, and an indication of whether the request is endorsed by the State Deputy.  Any authorization granted will be for a period of one year, unless otherwise specified.

In reviewing a request by an independent association to use the trademarked name and emblem of the Knights of Columbus, the Board will carefully consider whether the proposed use will create a substantial risk of misleading or confusing the public about the well-defined identity and mission of the Order.  There are two principal aspects to the Order’s identity and mission.  First, as members of the world’s largest Catholic men’s fraternal organization, Knights, working through their councils, perform countless corporal and spiritual works of mercy and contribute substantial amounts of time, labor, and financial resources in service to the Church and their communities.  Second, as a fraternal benefit society, the Knights of Columbus helps members and their families obtain economic security and stability through its financial products and services, including life insurance, annuity, disability income insurance, and long-term care programs.

The Board will also carefully weigh other risks associated with particular hobbies, recreational activities, or other business, civic, or social interests pursued and promoted by independent associations.  The Board strongly disfavors using the trademarked name and emblem of the Knights of Columbus to promote hobbies, recreational activities, or other business or social interests that pose a high risk of injury to life and limb.  Such activities and interests are inconsistent with the core identity and mission of the Knights of Columbus as a leading provider of quality life insurance, annuity, disability income insurance, and long-term care programs.

A member may not use his membership in the Knights of Columbus, including the name and emblem, for political advantage or to imply that the Order supports a candidate for public office.  Specifically, Section 162.23 of the Laws of the Order prohibits a member from “issuing or soliciting by virtue of his membership in the Knights of Columbus, aid, or assistance or support by or in behalf of . . . candidates for public office . . . .”   Consistent with this Law, the Board of Directors will not authorize any use of the name and emblem of the Order, or one’s membership in the Order, to promote any political affiliation or candidate for public office.  To the extent that a member wishes to express his public support for a candidate or political party, he may not identify himself as a member of the Knights of Columbus.  Failure to observe this rule may expose the member to disciplinary action under Sections 162.11 and 162.23 of the Laws of the Order.