

*Write Societies*



*File - Trade Mark -  
3 Circles*

URANTIA FOUNDATION

~~333 NORTH MICHIGAN AVENUE~~ 533 Diversey Parkway  
CHICAGO, ILLINOIS Chicago 14, Illinois

ANDOVER 3-6744

July 21, 1959

The Executive Committee of  
Urantia Brotherhood:

It has come to the attention of the Board of Trustees of Urantia Foundation that in the course of establishing and fostering the growth of Urantia Brotherhood so that the Urantia Brotherhood might perform its function of disseminating the teachings of the Urantia Book and effectively creating an interested membership through the chartering of Urantia Societies, it would be beneficial for Urantia Brotherhood, Urantia Brotherhood Corporation and the Urantia Societies to make use of the Urantia symbol, comprised of three azure blue concentric circles, in several aspects of the activities of Urantia Brotherhood, Urantia Brotherhood Corporation and the Urantia Societies.

Urantia Foundation made application for the registration of a trade-mark to protect the Urantia symbol and, accordingly, the trade-mark was approved and registered with the United States Patent Office, with Urantia Foundation named as the registered owner of the mark. Inasmuch as the Board of Trustees of the Foundation does not want the mark to become diluted within the meaning of the law regarding trade-marks through the injurious and indiscriminate use by persons or groups not sufficiently allied to the purposes and objectives of Urantia Foundation, as guided by the teachings of the Urantia Book, the Board of Trustees has duly enacted a resolution which defines the authorization limits and purposes to which the trade-mark can be put by organizations related to the Urantia Foundation.

By circumscribing the use of the Urantia symbol, the Board of Trustees will achieve the objective of legally protecting the use of the trade-mark so that it will be prevented from becoming a part of the public domain subject to exploitation. It is felt that with this protection Urantia Brotherhood, Urantia Brotherhood Corporation and the Urantia Societies can more freely make use of the Urantia symbol in correspondence and publications and on pins and other objects.

A copy of the resolution as adopted by the Board of Trustees is enclosed for your reference.

Yours truly,

A handwritten signature in cursive script, reading "Emma L. Christensen". The signature is written in dark ink and is positioned above the printed name and title.

EMMA L. CHRISTENSEN  
Secretary

August 8, 1959

To the Secretaries of the  
First Urantia Society  
West Coast Urantia Society  
Urantia Society of Glenview  
First Urantia Society of Oklahoma

Dear Secretaries:

The Executive Committee of Urantia Brotherhood has directed me to give you the following information from a letter from the Secretary of Urantia Foundation to the Executive Committee, dated July 21, 1959:

"Urantia Foundation made application for the registration of a trade-mark to protect the Urantia symbol and, accordingly, the trade-mark was approved and registered with the United States Patent Office, with Urantia Foundation named as the registered owner of the mark. Inasmuch as the Board of Trustees of the Foundation does not want the mark to become diluted within the meaning of the law regarding trade-marks through the injurious and indiscriminate use by persons or groups not sufficiently allied to the purposes and objectives of Urantia Foundation, as guided by the teachings of the Urantia Book, the Board of Trustees has duly enacted a resolution which defines the authorization limits and purposes to which the trade-mark can be put by organizations related to the Urantia Foundation.

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"A copy of the resolution as adopted by the Board of Trustees is enclosed for your reference."

It is good to have formal approval for the use of the symbol and of course it goes without saying that whenever it is used it should always be in good taste.

Cordially,

Marian Rowley  
Att.

Secretary-General

BE IT RESOLVED, that URANTIA BROTHERHOOD, URANTIA BROTHERHOOD CORPORATION and any and all Urantia Societies chartered and in good standing with Urantia Brotherhood be and they hereby are authorized and privileged to use a trademark described as being comprised of three concentric azure blue circles on a light background, registered with the United States Patent Office in the name of URANTIA FOUNDATION, on letters, documents, pamphlets, books, pins and badges with the right of the Board of Trustees of Urantia Foundation at any time and from time to time to withdraw this authorization from any one or all of the said organizations for any reason whatsoever.

COPY

Resolution passed by Urantia Foundation Board of Trustees

BE IT RESOLVED, that URANTIA BROTHERHOOD, URANTIA BROTHERHOOD CORPORATION and any and all Urantia Societies chartered and in good standing with Urantia Brotherhood be and they hereby are authorized and privileged to use a trade-mark described as being comprised of three concentric azure blue circles on a light background, registered with the United States Patent Office in the name of URANTIA FOUNDATION, on letters, documents, pamphlets, books, pins and badges with the right of the Board of Trustees of Urantia Foundation at any time and from time to time to withdraw this authorization from any one or all of the said organizations for any reason whatsoever.

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MTR  
8/8/59