
Guidelines for Use of Church Trademarks

A Church trademark can be any word, phrase, symbol, design, or combination of these that identifies the Church as the source of an item or service. A Church trademark can also be the distinctive appearance of an item, including its size, shape, color, texture, packaging, and graphics.

The following is a non-exhaustive list of Church trademarks and service marks:

- The Church of Jesus Christ of Latter-day Saints
- Liahona
- Mormon
- CTR
- Book of Mormon
- LDS
- FamilySearch

These are trademarks and service marks of the Corporation of the President of The Church of Jesus Christ of Latter-day Saints or Intellectual Reserve, Inc., and are registered in the United States and other countries.

General Guidelines

Trademarks are, and should be used as, adjectives that describe a particular good or service. In this regard, trademarks should not be made into verbs or made plural or possessive. An appropriate generic term should also be included with each trademark the first time it appears in a work, such as, for example, *FamilySearch* website. Thereafter, the generic term should appear frequently with the trademark.

When using Church trademarks in publications, do not use the ™, ℠, or © symbols. Instead, use an appropriate trademark attribution notice, such as, for example: Liahona is a trademark of the Corporation of the President of The Church of Jesus Christ of Latter-day Saints or Intellectual Reserve, Inc., and may be registered in the United States and other countries.

The Name of the Church

When referring to The Church of Jesus Christ of Latter-day Saints, please use the complete name of the Church in the first reference. For more information on the use of the name of the Church, go to the *Global Visual Style Guide* at style.ldschurch.org.

Use of *Mormon* and *LDS*

As noted above, *Mormon* and *LDS* are Church trademarks. However, some uses of *Mormon* and *LDS* may qualify as “fair use” and, as such, do not require Church permission. Although “fair use” of a trademark is determined on a case-by-case basis, the guidelines below may help you determine whether a particular use you intend to make is a “fair use.”

Permission is not required when *Mormon* and *LDS* are used to simply refer to an official Church product or program that is known by that name, such as *Mormon Tabernacle Choir* or *LDS Family Services*. Similarly, you do not need permission to use *Mormon* or *LDS* when referring to Church members, as in the following examples:

- I am Mormon.
- They are an LDS family.

However, you may not use *Mormon* or *LDS* (or other Church trademarks) in a manner that suggests or implies that you or your product or service is endorsed by or affiliated with the Church or its leaders. Thus, the terms *Mormon* and *LDS* (or any other Church trademarks) should not be used in the name of an organization, product, or service that is not officially sponsored or endorsed by the Church. Such use can confuse others by giving the false impression of Church sponsorship or endorsement. For example, the following would not be appropriate uses of *Mormon* or *LDS* unless the Church gives you explicit written permission:

- Mormon Savings—as the name of a financial institution or program.
- LDS Shopping Network—as the name of an association of merchants.

Additional Information

Of course, these guidelines cannot anticipate every potential type of fair use. If you would like specific guidance on a proposed use, please contact the Church’s Intellectual Property Office at:

Phone: 801-240-3959 or 1-800-453-3860, ext. 2-3959

Fax: 801-240-1187

E-mail: cor-intellectualproperty@ldschurch.org