



MARINES

Commercial/Trademark Use Guide

(subject to periodic updates)

This guide is designed to help the individuals determine to what extent certain U.S. Marine Corps names, logos, slogans, insignia, and other marks (“USMC Marks”) require permission for third-party commercial use. Many trademarks contained in this guide are for USMC use only and are not available for unofficial use.

Basic USMC policy: The USMC considers the term MARINE to be a trademark when used as a trademark in the military context, and/or in a manner relating to the United States Marine Corps. As such, a t-shirt that says “Marine Veteran,” “Proud Marine,” “My Son is a Marine,” etc., would require a trademark license. If the term “marine” is used in other contexts, such as boating, fishing, the oceans, etc., the USMC asserts no trademark, or if the term is being used in reference to a “Marine” of any other nation (such as the Royal Marines), or a fictional “Marine.”

The USMC owns more than 600 U.S. trademark registrations, including the following word marks. The following word marks may **NOT** be used as a trademark for commercial or advertising purposes without the permission of the United States Marine Corps:

USMC®
MARINE®
MARINES®
U.S. MARINE®
U.S. MARINES®
MARINE CORPS®
U.S. MARINE CORPS®
UNITED STATES MARINE®
UNITED STATES MARINES®
UNITED STATES MARINE CORPS®
MARINE MOM®
MARINE DAD®
MARINE RETIRED®

DEVIL DOGS®
MARINES THE FEW. THE PROUD®
THE FEW. THE PROUD®
HARD CORPS RACE SERIES®
LEATHERNECK®
THE PRESIDENT'S OWN®
FIRST TO FIGHT®
TIP OF THE SPEAR®
ONCE A MARINE, ALWAYS A MARINE®
UNITED STATES MARINE BAND®
U.S. MARINE BAND®
PAIN IS WEAKNESS LEAVING THE BODY®
MCM10K®
MARINE BAND®MARINE CORPS MARATHON®
MCM®
RUN AMUCK®
OORAH!®
OOHRAH!®
BASILONE BOWL®
WHICH WAY WOULD YOU RUN?
WOUNDED WARRIOR REGIMENT®
MCX®
A FEW GOOD MEN®
CHESTY®
HMX-1®
ALWAYS FAITHFUL®
U.S. MARINE CORPS PARRIS ISLAND®
U.S. MARINE RETIRED
AMP-IT®
MARINES AIRSOFT®
ANOTHER CORPS VALUE®
MCX CORE BRANDS CORE VALUES®
MCX RAZOR WATER®
MARINE WEEK®
CAMP PENDLETON®
CAMP LEJEUNE®
PARRIS ISLAND®
MARINE CORPS CONNECTION®
HEALTHY KIDS FUN RUN®
MARINE CORPS HISTORIC HALF ®
MARINE FOR LIFE®
M4L®
1775®
MARSOC®
IMISSMYMARINE®
THE PEOPLE'S MARATHON®

WORLD FAMOUS MUD RUN®
SEMPER FIT®
SEMPER RIDE®
FORCE RECON®
SEMPER FIDELIS®
SEMPER FI®
SEMPER FI UNITED STATES MARINES®
RUNSTOCK®
RUN STOCK®
SEMPER FRED 5K®
EARNED. NEVER GIVEN.®
NO BETTER FRIEND NO WORSE ENEMY®
MARINE CORPS WAR COLLEGE®
EMARINE®
SEMPER FIDELIS ALL AMERICAN BOWL®
HIGH INTENSITY TACTICAL TRAINING®
HITT®
ONE MIND ANY WEAPON®
SCOUT SNIPER®

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Note: The mere absence of any USMC Mark on the above lists does not mean the USMC Mark may be used commercially without permission. These lists are provided for reference only, and are not exhaustive. The USMC also asserts trademark rights in all USMC enlisted rank insignia and unit insignia.

The USMC will not require permission for the commercial use of generic military names and illustrations.

Exceptions which do **NOT** require licensing:

1. Vintage USMC recruiting posters being reproduced as posters do not need to be licensed provided they are faithful reproductions of the original artwork, and assuming they are not subject to copyright (for example, if the poster was created by a private artist). Please be sure to maintain their historic integrity by not adding or deleting any of the original elements. However, vintage posters reproduced on coffee mugs, clothing, or other product lines will require a license.

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