



Ministry  
of Defence

# Armed Forces Officially Licensed Products Guidance

Military names, logos and insignia are owned by the Ministry of Defence (MOD). They are protected by various intellectual property rights, including Crown copyright, registered and unregistered design rights, and registered and unregistered trade mark rights.

In order to protect the Armed Forces' reputation and financial interests, any third party wishing to use military insignia requires a licence from the MOD.

The MOD is prepared to take legal action against anyone who uses its intellectual property without a licence, in contravention of these legal rights.

Please note that the Defence Intellectual Property Rights (DIPR) is the only part of the MOD which is able to issue licences.

## This guidance outlines:

1. The terms of the licence agreement, including the fees involved
2. The application process for a licence.

## Important points to note

- A list of insignia which can be licensed to third parties can be found here: <https://www.gov.uk/government/publications/mod-copyright-licensing-information>
- As a licensee, you are required to pay fees to the MOD for the use of its intellectual property. This includes royalty payments. Rates are non-negotiable.
- All applications are treated equally.
- You must have Product Liability Insurance in place for any articles bearing MOD names, logos or insignia that you sell.
- The MOD aims to process applications as quickly as possible; however, there is no commitment about how long the process will take.
- There is no guarantee any application will be accepted, and the MOD's decision is final. There is no appeal mechanism if your application is rejected.

## Licence Terms

Licences are granted on **standard commercial terms**.

## Unacceptable Products

Licences will not be granted for products that do not promote or enhance the reputation of the Forces. A list of products that the MOD does not accept, and those that require careful consideration, is set out in Annex A. This list is not exhaustive and is subject to change.

## Manufacturing Conditions

Licensed products must be manufactured, distributed, advertised, promoted and sold in accordance with the highest ethical and business standards.

## Non-exclusivity

The MOD does **not** grant exclusive licences. This means there might be others selling the same items as you wish to, using similar or identical names and insignia. However, requests for licences in areas in which an existing licensee operates will only go forward after consideration of the overall impact of doing so.

## Retail and Wholesale

If you are a retailer and you purchase MOD-branded products from a licensed source, you do not need a licence yourself. You will need to provide the MOD licence number of the supplier.

If you are a wholesaler, you will need to annually produce a list of those parties to whom you have sold and the products you have sold to them.

## Term

Licences last for **4 years**. Licences may be renewed subject to performance.

## Fees

If you expect sales to be above £20,000 per annum, you will most likely (but are not guaranteed to) deal with an Agent acting on the MOD's behalf. The Agent will confirm the terms and conditions.

If you expect your total sales of goods branded with MOD names, logos or insignia to be £20,000 or under per annum, your licence is likely (but not guaranteed) to be directly with the MOD.

With the licences managed by the MOD itself, the following costs/terms will apply:

1. Licences are valid for 4 years.
2. An upfront fee of £200.00 per licence granted, covering the cost of administering the licence; and
3. A royalty rate of x% on total net sales (payable annually)
  - a. Note: currently x = 10% but please note the royalty rate can change at any time and the prevailing rate at the time when the licence is issued will be confirmed by [DIPR](#) and is non-negotiable
4. A minimum charge of £60.00 per licence (per annum), even if no sales are made.
5. Product Liability Insurance cover for the duration of the licence
6. There may also be charges for the release of high-quality copies of names, logos or insignia, including certain historic badges, as on occasion these are held by archives which charge for their storage and release.

Note:

1. Fees cannot be offset in lieu of payments to charity or to any other third party.
2. The above charges are exclusive of VAT.

All applications are treated equally, regardless of status, and **rates are not negotiable**.

## FAQs

*Is postage and packaging included in royalty payments?*

No. Any separate sum you have charged for postage and packaging is excluded from royalty payments.

*My customers are military personnel. Do I still need to make royalty payments?*

Yes. Sales of licensed products made to civil servants within the MOD, or serving or former individual Service personnel, are assumed to be privately undertaken through their own choice, and as such **do** attract royalty payments.

**Exception:** The only sales that do not attract a royalty rate are those made under a formal MOD Procurement contract with “The Secretary of State for Defence”. Please note that this situation is extremely rare and evidence of the procurement contract number will be required.

## Product Liability Insurance

**Please note:** the requirement to have Product Liability Insurance is not negotiable under any circumstances.

*What is this and why do I need it?*

Licensees must have Product Liability Insurance with a **minimum value of £5 million** (or equivalent thereof if in a different currency) per incident.

Your insurance policy must include either a note that the “Secretary of State for Defence” is an interested party, or alternatively an “Indemnity to Principals” clause must be present. Evidence of this will be required.

A copy of your Product Liability Insurance must be provided with your application form. A licence will **not** be issued until your policy documentation or a summary of cover has been received by DIPR.

*Can I still apply if I don't have insurance in place yet?*

Yes. However, it is expected that you will have investigated your insurance requirements, and will be able to give an indication of whom you expect your insurance to be provided by, and that the minimum limit set out above is affordable.

DIPR will inform you once your application has been approved. At this point, you can start your insurance policy and email a copy to [DIPR-Merch@mod.uk](mailto:DIPR-Merch@mod.uk). Once received, DIPR will issue the licence.

You must have insurance for the duration of the licence. This can either be as a block policy that covers you for the 4-year period, or a policy which is renewed every year. If the latter, you will have to produce evidence each year that you continue to have a policy in force.

**Please note:** if at any time your insurance lapses, your licence may be terminated.

## Names, Logos or Insignia

Please note the MOD does not license the use of the MOD Departmental Crest to any third party under any circumstances.

Please select the insignia you require from the Standard Lists available on our website here: <https://www.gov.uk/government/publications/mod-copyright-licensing-information>

Only these insignia are permitted to be licensed.

High resolution versions of up-to-date, accurate insignia will be provided through the Defence Brand Portal once a licence has been signed.

## Products

You will need to state which products you wish to use the insignia on. Please be as specific as possible. "Clothing", for example, is too wide a term, while "sweatshirts" will be acceptable.

Please ensure that you have specified **all** the products you want to sell on your application. Retrospective additions will delay the issue of a licence and fees may apply.

For the manufacture of replica and miniature medals, refer to Annex B "Replica and Miniature Medals: a Guide for Manufacturers"

## Samples

You may be asked to supply samples of the product(s) multiple times through the life of your licence. These are used to check product quality and consistency. This includes:

- generic samples of the product(s) at the initial stage of your application
- a sample of the final product(s) once the licence is in place
- samples during the lifetime of the product to verify continued quality standards

## Reporting Requirements

You are required to submit an annual return recording number and value of products sold for each product line and for each badge used.

Please note that no reminder will be sent to you that your statement of sales is due or has not been received. It is your responsibility to ensure that you send in your statements on time. **If you do not, a penalty fee will automatically be incurred.**

## Licence Amendments

Any amendment to a licence after it has been signed will incur a second administration fee. A fee of £50.00 will be charged for the addition of badge(s) to a licence, and the addition of

product/s will incur a fee of £100.00. Name/address changes will incur a fee of £50. These sums are exclusive of VAT.

Insignia/products for one of the Services will not be added to a licence issued for a different Service after the licence has been signed. A multi-Service licence will be necessary, and will be subject to the normal approval process, plus fees for a new licence.

## **Renewal of licences**

The application for renewal of the licence should be made in writing six months prior to its expiry date.

Please note that the renewal of licences is at the sole discretion of the MOD and is subject to the performance of the licensee.

## **How will people know I am licensed by the MOD?**

From time to time the MOD may release a list of licensees.

You can make specific, factual statements about your contractual relationship with the MOD. A list of permissible statements is set out in the licence.

Statements that appear to give an advantage to a particular supplier are not allowed and there is no “official partner” status.

You may not use MOD names, logos or insignia in email blocks or on the internet. Only factual statements can be made.

Items may be referred to as ‘Officially Licensed Products’. Holographic stickers and official cause-related wording can be used on products or packaging to demonstrate that the products you are selling are officially licensed by the MOD.

## How to apply for a licence

This section outlines the application process for a licence to use MOD names, logos and insignia.

To request a new MOD merchandising licence, you must use the Defence Brand Portal (<http://www.defencebrandportal.mod.uk/>) and click on the Licensing tab. From here you click on 'Apply for a Licence' which will then guide you through our online licensing workflow. The following steps give an overview of the whole process:

1. Visit the gov.uk website <https://www.gov.uk/government/publications/mod-copyright-licensing-information> to access guidance on the Ministry of Defence Merchandise Licensing Programme and upload the required documents (Application Form, Business Plan, Insignia List(s), Product Liability Insurance Quote) to your licensing application on the Defence Brand Portal
2. Your application request will be sent to Directorate of Defence Communications (DDC) for sample approval and to Defence Intellectual Property Rights (DIPR) for the licence
3. You will receive an email notification with the next steps
4. Once the application process has been completed and the licence has been granted, DIPR will contact you in order to grant access to the requested insignia

## Contact Details

### Email

If you have any questions please contact us at [mod-brandportal@ddc-mod.org](mailto:mod-brandportal@ddc-mod.org)

### Post

DDC Strategy Brand Officer  
Ministry of Defence  
Ground, Zone B, Desk 12  
Horseguards Avenue  
Whitehall  
London  
SW1A 2HB

**NOTE:** Due to the off-site scanning of parcels to the MOD, if you need to send samples for the Royal Navy, the Army or the Royal Air Force, please address to:

SO2 Brand Strategy  
G.B.12  
MOD Head Office  
c/o Amey  
Unit 11 Bermondsey Trading Estate  
Rotherhithe New Road  
London  
SE16 3LL

Samples of replica or miniature medals should be sent to:

MOD Medal Office  
Innsworth House  
Imjin Barracks  
Gloucester  
GL3 1HW

## **Annex A:**

### **List of Products which are unacceptable, or will require careful consideration by the Forces before you should proceed**

- a. Alcohol is not normally permitted (including wine, spirits, beer, cider, champagne, alcopops), however the context of an application will be considered
- b. All cosmetics, after shaves and perfumes
- c. All products aimed at children under five years of age
- d. Cigarettes and tobacco products including smoking paraphernalia
- e. Clothing or items produced in countries where child or slave labour is likely
- f. Commercial paints for boat owners
- g. Decals, transfers or sticker kits
- h. High-end technical equipment (eg tents, sleeping bags, rucksacks, GPS navigation systems, etc)
- i. Knives. (including penknives, sgian dubhs for the Scottish Regiments and the kukris for the Gurkhas)
- j. Low quality clothing
- k. Pharmaceutical, chemical and medical products (including vitamin or nutritional supplements, or performance enhancing drugs)
- l. Pornography
- m. Products that may be environmentally damaging
- n. Products that glorify violence or death (including computer games)
- o. Products that encourage anti-social behaviour
- p. Replica clothing (Forces clothing or otherwise)
- q. Replica weaponry
- r. Safety equipment
- s. Security equipment
- t. Special Forces Insignia – Will not be licensed
- u. Stationery – any request to produce stationery will be carefully scrutinised.

The list is not exhaustive and may be changed at any time without prior notice.

## **Annex B:**

### **Ministry of Defence Replica and Miniature Medals: a Guide for Manufacturers**

This document provides legal and technical information concerning the commercial reproduction of the design of United Kingdom military medals.

#### **Legal Background**

Medals are protected by artistic copyright. For medals designed since 1967 this copyright lasts for up to 70 years after the death of the artist who was commissioned to design the medal. Medals designed since 2001 have also been protected as Registered Designs.

Anybody wishing to reproduce the medals listed in this document requires a licence. The MOD is prepared to take legal action against anyone who uses its intellectual property without a licence.

#### **Policy Background**

Licences are underpinned by the following five policies:

- The MOD Medal Office is the sole source of replacement medals
- The market for replica and miniature medals should be controlled
- Fees are payable for the commercial use of Crown-owned intellectual property, including medal designs.
- Replica medals should be clearly marked as such.
- The size and quality of miniature medals should be standardized.

## Legal Provisions

### Scope of Licence

The MOD will consider granting a licence for the reproduction of full size replicas and/or miniatures of the following United Kingdom medals:

- Accumulated Campaign Service Medal
- Accumulated Campaign Service Medal 2011
- Conspicuous Gallantry Cross
- General Service Medal 2008
- Gulf War Medal
- Iraq Medal
- Military Cross
- Northern Ireland Home Service Medal
- Operational Service Medal
- Queen's Diamond Jubilee Medal
- Queen's Golden Jubilee Medal
- Queen's Silver Jubilee Medal
- Queen's Volunteer Reserve Medal
- Rhodesia Medal 1980
- Royal Fleet Auxiliary Long Service and Good Conduct Medal
- South Atlantic Medal
- Ulster Defence Long Service & Good Conduct Medal (Regular)
- Ulster Defence Medal (Reserve)
- Vietnam Service Medal
- Volunteer Reserve Service Medal

Military medals designed prior to 1967 are treated as having fallen out of United Kingdom copyright.

The licence will not include authority to reproduce the following designs:

- The Elizabeth Cross
- The Veterans Badge, including the Arctic Convoy and Merchant Navy variants.

Furthermore, the MOD does not have the authority to grant licences for medals it was not involved in commissioning. Permission to reproduce these designs, where appropriate, should be obtained from the copyright owner of these medals.

These include:

- NATO and United Nations medals
- Chivalric awards such the MBE, including "military" variants.

## **Copyright and Design Notices**

Reproduction medals must be accompanied by a notice (on the packaging, a label, or other suitable medium) asserting Crown ownership of the relevant designs.

### **“Replacement” medals.**

The MOD reserves the term “Replacement” medals for the official medals re-issued by the Medals Office; see the link here for further information <https://www.gov.uk/apply-medal-or-veterans-badge/apply-for-a-veterans-badge> Advertisements therefore, should not refer to “replacement” medals.

### **Manufacture of Ribbon Only**

The MOD owns design rights in ribbons designed in the last three years. Licences are not required to reproduce older ribbon designs.

### **Photographs and Drawings of Medals**

Requests to photograph or draw medals for commercial purposes other than the sale of reproduction medals, or to reproduce Crown Copyright photographs or drawings of medals, should be addressed to Defence Intellectual Property Rights at the address below.

## Technical Specifications

Reproduction medals are required to comply with the following specifications:

### Replica Medals:

- Materials:** Discs should be struck, and be made of metal.
- Marking:** The word 'COPY' must be incorporated in to reverse design, in letters at least 1.25 mm in height. This should be in a position and manner that shall damage the replica should an attempt be made to erase it.
- Quality of Reproduction:** Reproductions should be of sufficient quality as to permit the reverse and obverse inscriptions to be read. They should be clear and faithful to the original medal with clearly-defined, square edges. The suspension should be non-swivel.

### Miniature Medals

- Material:** Discs should be die struck from metal.
- Quality:** Reproductions should be of sufficient quality as to permit the obverse and reverse inscription to be read. They should be clear and faithful to the original medal with clearly-defined, square edges. The suspension should be non-swivel
- Size:** Miniature medals should be made to half size (by diameter), with exception of the Coronation and Jubilee Miniatures which should be 18mm in diameter.

### Samples

Samples of each medal you intend to manufacture must be included with your submission to allow for the quality of manufacturing to be approved.

### Manufacture and Distribution

Please explain how you intend to manufacture and distribute the reproduction medals. It is particularly important for us to know if manufacture is taking place overseas, in order to prevent Customs from detaining the consignments.

### Packaging and Adverting Material

Please provide examples of your proposed packaging and advertising material.

## Contact Details

Enquiries concerning the manufacture standards to reproduce medals should be sent to:

MOD Medal Office  
Innsworth House  
Imjin Barracks  
Gloucester  
GL3 1HW

[DBS-MODMOOIC@mod.uk](mailto:DBS-MODMOOIC@mod.uk)

Enquiries concerning legal aspects of reproducing images of medals should be addressed to:

Copyright and Trade Marks Section  
Defence Intellectual Property Rights  
Poplar 2, #2214  
MOD Abbey Wood South  
Bristol, BS34 8JH

030 679 32862

[DIPR-CC@mod.uk](mailto:DIPR-CC@mod.uk)