

# ISO of SAA, Inc.

<b>Policy Name:</b>	Use Of ISO Registered Trademarks					
<b>Section #:</b>		<b>Section Title:</b>		<b>Formerly Book:</b>		
<b>Approval Authority:</b>	Board of Trustees		<b>Adopted:</b>	25 May 2011	<b>Reviewed:</b>	
<b>Responsible Executive:</b>	Board's Policy Internal Standing Committee		<b>Revised:</b>			
<b>Responsible Office:</b>	ISO office		<b>Contact:</b>	<a href="mailto:Director@saa-iso.org">Director@saa-iso.org</a>		

## 1) Policy Statement

This policy protects the trademarks of the ISO of SAA.

## 2) Reason for Policy

To define the process for granting permission to use the trademarks.

## 3) Who Should Read this Policy

- a) ISO staff
- b) Board of Trustees
- c) Service Committee members
- d) Intergroups

## 4) Resources

- a) ISO Business Motion
- b) ISO Literature Committee Handbook

This document can be found on the ISO service website

## 5) Definitions

- a) Trademark:  
A trademark is a word, phrase, symbol, and/or design that identifies and distinguishes the source of the goods of one party from those of others.

## 6) The Policy

In order to protect its ownership of SAA trademarks, specifically the words “Sex Addicts Anonymous” and the SAA medallion logo, the Board of Trustees (“Board”) prohibits any use of these properties by any entity or person other than the ISO of SAA, except as specified herein, without the express written permission of the Board. Such permission must be requested in writing. Approval of such requests can be granted only by the Board of Trustees.

## 7) Discussion

The mission of the ISO is to serve member groups by helping them carry their message of recovery to the sex addict who still suffers. In support of this mission, the Board of Trustees encourages development of local websites and publication of local literature by individual members of the fellowship, member groups, and intergroups.

Because the ISO of SAA has no control over the content of such local websites or documents, however, it is necessary to protect SAA from any appearance of being associated with content that may be inconsistent with the Twelve Steps and Twelve Traditions of SAA, even when such materials have proven helpful to individuals, groups, or intergroups.

Tradition Four states that “Each group should be autonomous except in matters affecting other groups or SAA as a whole.” The Board of Trustees has adopted this policy in order to preclude any individual, group, or intergroup from appearing to represent or speak for SAA as a whole.

The SAA medallion logo may not be used by member groups or intergroups except when its use has been specifically granted by the Board. When used with permission, the logo trademark should be properly noted by the registered trademark symbol (®), inserted in superscript immediately beside the logo.

**Exception:** The name “Sex Addicts Anonymous” may be used by registered member groups and intergroups in titles and when referring to the SAA fellowship in official group and intergroup documents or on official group or intergroup websites, only when accompanied by the registered trademark symbol (®) and the following disclaimer: “The content of this document (or this website) has not been approved by and may not reflect the opinions or policies of the ISO of SAA, Inc.” Any other use is prohibited without written permission from the Board.

The letters “SAA” are not a trademark, as they may represent other unrelated entities. They may be used without restriction, as in the title “XYZ Group of SAA” or “XYZ Intergroup of SAA.”

In adopting this policy, the Board respectfully requests that individual members of the fellowship, member groups, and intergroups respect the legal rights of the ISO of SAA, Inc., as granted by the United States Patent and Trademark Office and pertinent international conventions and treaties.