

# POLICY AND PROTOCOL FOR USE OF TRADEMARKS OWNED BY THE SISTERS OF MERCY IN AUSTRALIA AND PAPUA NEW GUINEA

(Updated September 2018)

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## Principle

*The silver and black Mercy Cross, as depicted on the Certificate of Registration of Trademark (Number 1053490), is the defining emblem of Sisters of Mercy worldwide. As it is presented to each sister on the occasion of her profession of vows and is a symbol of her membership of her congregation, it has particular and sacred significance which ought not be compromised by inappropriate representation, display or distribution.*

*Likewise, the words “Sisters of Mercy” (Trademark No. 1579177) and “Catherine McAuley” (Trademark No. 1579178) are of special significance to each sister being the name of the group to which she has committed herself by her Profession of Vows and the name of the Founder. As such they too, ought not to be compromised by inappropriate use.*

## Policy and Protocols

### A. Mercy Cross (Trademark No. 1053490):

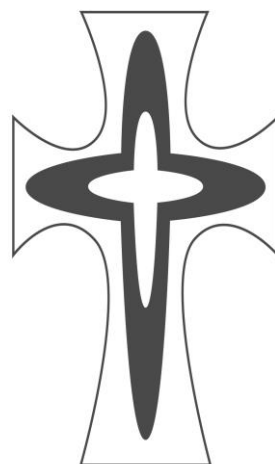
The following applies in Australia and Papua New Guinea where the Register of Trademarks lists the

- Institute Property Association Limited;
- The Corporation of the Trustees of the Order of the Sisters of Mercy in Queensland;
- Trustees of the Sisters of Mercy (North Sydney); and
- Trustees of the Sisters of Mercy Parramatta

as the four owners of the Mercy Cross Trademark.

1. The wearing of the Mercy Cross, normally in the form of a badge or medallion, is the exclusive privilege and right of Sisters of Mercy. For this reason, it should not be sold or given to others.
2. Any use of the Mercy Cross requires the permission of the Owners, including: representation of the Mercy Cross in art forms, for example, carving, sculpture, embroidery, graphic design, for purposes of honouring or promoting the identity or mission of Sisters of Mercy, or for liturgical purposes; or if it is to be produced for purposes other than those stated above, including being used in items intended for sale.
3. ***Stylised or embellished representations of the Mercy Cross are not permitted.*** The Mercy Cross may only be represented as depicted in the Trademark Schedule (shown below).

4. If a ministry founded by, or associated with, the Sisters of Mercy wishes to use the Mercy Cross, permission must be obtained from the Owners.
5. When seeking permission for such use or representation of the Trademark, applicants are requested to provide a drawing or model of the intended image, along with details of its actual colour, material and dimensions and to state the context in which the representation will be used.
6. All representations of the Mercy Cross by individuals other than Sisters of Mercy, should acknowledge permission from the Owners in wording such as the following: *This representation of the Mercy Cross is depicted with permission from the Owners.* Where this is not possible or appropriate, the use registered trade mark symbol (R in a circle) may be used if appropriate.
7. When seeking permission to use the Mercy Cross in conjunction with any other name, logo and mark, applicants are requested to provide to the Owners a drawing or model of the intended image and to explain the context in which the representation will be used.
8. Permission for use of the Mercy Cross is limited to the specific request and for a specified time. Subsequent use of the Mercy Cross for a different purpose, or in a different setting or application, requires permission.



B. “Sisters of Mercy” (Trademark No. 1579177) and “Catherine McAuley” (Trademark No. 1579178)

The following applies in Australia and Papua New Guinea where the Register of Trademarks lists the

- Institute Property Association Limited;
- The Corporation of the Trustees of the Order of the Sisters of Mercy in Queensland;
- Trustees of the Sisters of Mercy (North Sydney); and
- Trustees of the Sisters of Mercy Parramatta

as the four owners of the Trademarks “Sisters of Mercy” and “Catherine McAuley”.

1. Use of the “Sisters of Mercy” and “Catherine McAuley” in art forms, for example, carving, sculpture, embroidery, graphic design, for purposes of honouring or promoting the identity or mission of Sisters of Mercy, or for liturgical purposes; or if they are to be produced for purposes other than those stated above, including being used in items intended for sale, requires the permission of the Owners.
2. The use of “Sisters of Mercy” or “Catherine McAuley” in the naming of Schools, Colleges, Health, Medical, or any other institutions/entities, or any buildings or structures, requires the permission of the owners.
3. When seeking permission for such use or representation of these Trademarks, applicants are requested to provide a drawing or model of the intended image, along with details of its actual colour, material and dimensions and to state the context in which the representation will be used.
4. When seeking permission to use these Trademarks in conjunction with any other name, logo and mark, applicants are requested to provide to the Owners a drawing or model of the intended image and to explain the context in which the representation will be used.
5. Permission for use of these Trademarks is limited to the specific request and for a specified time. Subsequent use of these trademarks for a different purpose, or in a different setting or application requires the permission of the Owners.

### C. Where to Apply for Approval to Use a Mercy Mark.

A request for approval should be addressed to

Trademark Request:

Secretary, Trademarks Committee

Institute of Sisters of Mercy of Australia and Papua New Guinea

PO Box 284, Petersham NSW 2049

or

by email: [trademarks@ismapng.org.au](mailto:trademarks@ismapng.org.au)

For further information please check our website at: [institute.mercy.org.au](http://institute.mercy.org.au)