

CAL FIRE Local 2881 Trademark Committee

Did you know your Union has a Trademark Committee?

Committee Members

Randy Scales

Chairman

Jordan Motta

Member

New Members Wanted!

Are you interested in becoming a Trademark Committee member? Send an email to trademark@L2881.org.



CAL FIRE Local 2881®

What is a trademark? According to the USPTO (United States Patent and Trademark Office), a trademark can be described as a word, phrase, symbol, design, or a combination thereof, that identifies and distinguishes the source of the goods of one party from those of others.¹ The Local 2881 Trademark Committee is tasked with maintaining, protecting, and enforcing our trademarks, but also with finding and selecting vendors whom you buy your CAL FIRE gear from, ensuring the quality of what is sold, and accounting for royalties.

Besides policing and protecting the CAL FIRE Local 2881 and CAL FIRE marks, the Trademark Committee is tasked with the uniform vendor selection process. Our "vendors" supply CAL FIRE and Local 2881 branded products, on and off-duty apparel, and accessories. Currently, the authorized vendors are:

1. **2 Hot Activewear & Uniforms.** Located in Murrieta and [online](#).
2. **Bare Bones Workwear.** Located in Sacramento, West Sacramento, Rancho Cordova, Auburn, Rocklin, Yuba City, Woodland, and [online](#).
3. **Distinctive Recognition.** Located in Sacramento and [online](#).
4. **Down Range.** Located in Chico and [online](#).

Down Range is the newest vendor selected during our "Request for Proposal (RFP)" Process, which most recently took place in May 2021. Every two years, the RFP process opens, and your Trademark Committee is tasked with viewing numerous submissions from prospective candidates. The Trademark Committee must evaluate the quality and variety of the proposed product line, the vendor's customer service policy, economical pricing, and many other elements to ensure the vendor(s) chosen will live up to the high quality and standards set by the Committee. The Committee has such high standards because it wants to guarantee you, the member, will be satisfied with your purchase. The RFP process can take up to six months from start to finish! The Trademark Committee's perseverance throughout the process is astounding, as it is not a simple task to undertake.

¹ U.S. Patent and Trademark Office, *What is a Trademark?* (last modified Mar. 16, 2022, 12:49 PM), <https://www.uspto.gov/trademarks/basics/what-trademark>.

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How do your purchases make a difference? Every time you purchase CAL FIRE marked duty gear or off-duty CAL FIRE or CAL FIRE Local 2881 marked apparel or accessories, the Union receives 5% in trademark royalties.

The Union then disburses the entire royalty profit to two amazing philanthropic organizations - the CAL FIRE Benevolent Foundation and the R.J. Ernest Scholarship Foundation. Last year, over \$68,000 in royalties were collected and distributed amongst the two foundations.

The CAL FIRE Benevolent Foundation provides financial assistance for the public good by participating with burn centers and providing disaster relief throughout California to relieve the burden on families. The money raised goes directly to assist firefighters, those that support firefighters, and burn victims.

The R.J. Ernest Scholarship Foundation provides annual education scholarship funds to candidates in need who are members of CAL FIRE Local 2881 or their dependents with priority given to dependents of Local 2881 members who were killed in the line of duty or died from a presumptive cause.

Every time you purchase a trademarked item, you are making a difference - a portion of your money goes towards assisting these charitable causes.

Want to help the Trademark Committee? If you see CAL FIRE or CAL FIRE Local 2881 marked products being sold by a vendor other than the authorized ones listed above, please inform the Committee.

You can send an email with a description, picture, and/or link of the infringing item to trademark@L2881.org.

Did you know TM and [®] are not the same thing?

If a mark is not yet registered with the USPTO, the owner may use TM to indicate they have adopted the trademark. It is only appropriate to use the "R" symbol as a registration symbol in connection with goods or services that have a federal trademark registration.²

***The CAL FIRE Local 2881 Trademark Committee
thanks you for your continued support!***

² *Id.*