Director, Army Trademark Licensing Program
OASA (M&RA) Hoffman II (9S31)
200 Stovall Street
Alexandria, VA 22332

RE: U.S. Army Must Stop Illegal Use of Army Logo on Christian Proselytizing Dog Tags

CEASE and DESIST IMMEDIATELY

To Whom It May Concern:

The United States Army (Army) is either unknowingly in direct violation of, inter alia, the No Establishment Clause of the United States Constitution, its construing Federal caselaw and applicable DoD and Army regulatory directives or, in the alternative, is allowing such violations to occur by not stopping them.

It has come to the attention of the Military Religious Freedom Foundation (MRFF) that an organization called "Shields of Strength LLC" is using the official trademarked Army logo on its religious dog tags. Whether or not "Shields of Strength" has been heretofore officially licensed to use the logo by the Army is not known. Nevertheless, and irrespective of whether the Army has already authorized this usage of its logo by this "Shields of Strength" organization, it is still the Army's responsibility to now put an end to this sordid and illicit matter expeditiously.

These Christian proselytizing dog tags are blatantly religious and wholly sectarian in representing solely the Christian faith. Indeed, they each contain a Bible verse along with the official Army logo. The "Shields of Strength’s" tag-line is “Jewelry to Express Your Faith,” and its website specifically calls the products “Christian jewelry.”

Further, the stated singular mission of "Shields of Strength" is: “To share the love, hope, forgiveness, and power of God’s Word with others and to see people victorious in life’s battles and in a relationship with Jesus Christ.”

This organization currently sells dog tags and other items clearly containing the official Army logo and a Christian Bible verse.

The use of DoD emblems and logos on the "Shields of Strength’s" blatantly Christian religious products clearly implies an undeniable and incontrovertible endorsement of the Christian religion, in direct violation of the No Establishment Clause of the U.S. Constitution, well established caselaw as well as DoD Instruction 5535.12, “DoD Branding and Trademark Licensing Program Implementation,” Section 2.d. of which states:

“In accordance with subpart 2635.702 of Title 5, Code of Federal Regulations (Reference (i)), DoD marks may not be licensed for use in a manner that creates a perception of DoD endorsement of any non-federal entity or its products and services. DoD marks may not be licensed for any purpose intended to promote ideological movements, sociopolitical change, religious beliefs (including non-belief), specific
interpretations of morality, or legislative/statutory change….”

Pursuant to the foregoing, the MRFF demands that the Army (1) immediately notify this "Shields of Strength" organization to cease and desist from using the official Army logo on its Christian religious proselytizing sales products or, alternatively, revoke and cancel the current approval for "Shields of Strength" to continue using the official Army logo on any and/or all of its religious items for sale; and, (2) if the Army has already granted approval to this "Shields of Strength" organization to use the Army logo, immediately investigate and aggressively and visibly punish those Army personnel either directly or indirectly responsible for granting the approval for “Shields of Strength” to use the Army logo on its products for sale in the first place.

Please advise soonest of the status of your decision regarding MRFF’s demand to cease and desist in this disgraceful matter of possibly Army-endorsed, fundamentalist Christian supremacy, exceptionalism and dominion and domination.

**Please note well: Failure to timely conform with MRFF’s demands herein may result in enforcement actions to compel compliance including, but not limited to, administrative and litigation complaints lodged against the Army.

Sincerely,

Michael L. “Mikey” Weinstein, Esq.
Founder and President
Military Religious Freedom Foundation

CC: General Joseph Dunford, Chairman, Joint Chiefs of Staff
    General Mark Milley, Chief of Staff of the United States Army