



**Brian C. Pierson**  
**Commander in Chief**  
**Sons of Union Veterans of the Civil War**



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**General Order #12**  
**Series 2020-2021**  
**12 March 2021**

### **Licensing**

1. Recently a question has arisen regarding the licensing requirements for items bearing the wording "Sons Union Veterans" and/or the acronym "S.U.V."
2. The National Counselor has provided an opinion that the National Organization has the "...Constitutional obligation to manage and control the use of names and acronyms commonly or traditionally associated to its own, and to ensure the quality and consistency of the SUVCW's public image. Such a course of action would allow for the continued issuance of licenses to the subordinate camps, departments, and units of the SUVCW..." per Constitution and Regulations, Chapter V, Article VI, Section 14, and subparagraphs thereto.
3. Therefore, in order to maintain the ability to manage and license products which project an image of the SUVCW to the public and to ensure the quality of such products, I rule that the name "Sons Union Veterans" and the acronym "S.U.V." shall be added to the official list of badges, emblems, seals, coat-of-arms and/or other symbols of our Order that must be authorized or licensed for use or reproduction per the Constitution and Regulations, Chapter V, Article VI, Section 14, paras (c) thru (e).

Ordered this 12th day of March, 2021.

Brian C. Pierson  
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Sons of Union Veterans of the Civil War

Attest:  
*Jonathan C. Davis*  
Jonathan C. Davis  
National Secretary  
Sons of Union Veterans of the Civil War