



MILITARY ORDER OF THE PURPLE HEART SERVICE FOUNDATION
P.O. Box 49, Annandale, VA 22003

FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Jon Pushkin, Pushkin Public Relations
jon@pushkinpr.com
303-733-3441

Purple Heart Service Foundation preserves “Purple Heart” trademark rights in N.C. civil settlement

ANNANDALE, VA. - December 19, 2014 - A civil settlement in a federal district court in North Carolina on December 11 affirmed the exclusive right of the Military Order of the Purple Heart (MOPH) and its foundation, the Military Order of the Purple Heart Service Foundation, to the Purple Heart words and trademark for fundraising purposes.

MOPH and its foundation had filed a lawsuit on April 18 in a dispute with Purple Heart Homes of Statesville, NC, which had been using the Purple Heart names and images without license from MOPH.

The U.S. district court for the Western District of North Carolina, Statesville Division, dismissed the lawsuit pursuant to settlement wherein Purple Heart Homes was allowed to continue to use the Purple Heart name and images subject to a license granted by MOPH and its foundation to Purple Heart Homes at no cost.

Jeff Roy, President of the Military Order of the Purple Heart Service Foundation, said, “We are pleased with the outcome of the legal proceedings but are disappointed it took a lawsuit in order to preserve our trademark rights while at the same time allowing Purple Heart Homes to keep using our name and images as a licensee, at no cost to them.”

MOPH is a Congressionally chartered veterans organization that, through its National Service Officers program, provides a variety of support services to American military veterans, their families and survivors nationwide. Purple Heart Homes is a non-profit corporation started by two Purple Heart recipients. It serves the housing needs of military service-connected disabled veterans.

“We appreciate the work that the Purple Heart recipients who founded Purple Heart Homes do to meet the housing needs of needy disabled military veterans,” said Roy. “Their mission is very much in tune with other organizations that the Military Order of the Purple Heart Service

Foundation supports. When we learned they were using the Purple Heart name and image, we offered them a no-fee licensing agreement to allow them to continue to use the Purple Heart name royalty-free, provided they maintain their non-profit status consistent with their mission. Much to our surprise and dismay, they did not accept that offer. We had no choice but to bring a lawsuit in order to preserve our exclusive right to the trademarked words and images.”

“The integrity of the Purple Heart name is critical to our efforts and we believe very seriously in our responsibility to defend it,” said Roy. “There are a lot of organizations that would like to be associated with the values that the Purple Heart name represents. It is our responsibility and requirement to maintain and protect the Purple Heart brand and to actively pursue anyone who uses the trademark without our permission or damages that trademark by virtue of its activities.”

Throughout America, the Military Order of the Purple Heart and its fundraising arm, the Military Order of the Purple Heart Service Foundation, lend support to dozens of organizations that help military veterans, their family members and survivors. All services are provided free of charge.

About the Military Order of the Purple Heart Service Foundation (MOPHSF)

The [Military Order of the Purple Heart Service Foundation](#) provides emotional, physical, educational and financial support for wounded and disabled veterans, to help improve their lives. [Programs](#) include suicide prevention, support for veterans with brain injuries, counseling for Post-Traumatic Stress (PTS) and assistance for women’s health issues – all common challenges for veterans. The Purple Heart Service Foundation provides scholarships, family assistance, claims assistance and employment training. Family members also get support, learning how to help disabled veterans to cope with their physical, emotional and behavioral challenges. For more information, visit www.PurpleHeartFoundation.org.

About the Military Order of the Purple Heart (MOPH)

Chartered by Congress in 1958, the Military Order of the Purple Heart is composed of military men and women who received the Purple Heart Medal for wounds suffered in combat. Although its membership is restricted to the combat wounded, MOPH supports all veterans and their families with a myriad of nation-wide programs by Chapters and National Service Officers. For more information, visit www.PurpleHeart.org.

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