

SOUVENIRS

THE ENGAGEMENT AND MARRIAGE OF H.R.H. PRINCE WILLIAM OF WALES AND MISS CATHERINE MIDDLETON

1. Royal Arms, Devices, Emblems and Titles

Under normal circumstances, the use of Royal Arms, Royal Devices, Emblems and Title (or of Arms, Devices, Emblems or Titles, which are so similar as to deceive) in connection with any trade or business, or to suggest that the person is employed by or supplies goods to a Member of the Family, is prohibited by the Trade Marks Act 1994, unless the permission of the Member of the Royal Family concerned has been obtained.

The Lord Chamberlain's Office will be pleased to provide guidance when it is unclear as to whether the use of the Royal Arms, etc. may give the impression that there is a Royal connection.

2. Temporary Relaxation

Prince William has been pleased to approve that the rules governing the commercial use of Royal Photographs and Insignia may be temporarily relaxed to allow their use on souvenirs commemorating the Engagement and Marriage of HRH Prince William of Wales and Miss Catherine Middleton.

3. Devices

The Devices involved are:-

- (a) Approved photographs of Prince William and Miss Catherine Middleton
- (b) The full Coat of Arms of HRH Prince William of Wales

4. Souvenirs

Souvenirs (subject to the limitations in paragraphs 5,6,7 and 8) are defined as "articles of a permanent kind specifically designed to commemorate the Marriage of Prince William and Miss Catherine Middleton and identified with the occasion by the incorporation of a phrase such as:-

"To Commemorate the Engagement of Prince William of Wales and Miss Catherine Middleton, 16th November 2010"

“To Commemorate the Marriage of Prince William of Wales and Miss Catherine Middleton, 29th April 2011”

This also applies to Souvenirs produced using regional language variations.

To qualify for the privileges detailed in the circular such souvenirs must be:

- (a) In good taste.
- (b) Free from any form of advertisement.
- (c) Carry no implication of Royal custom or approval.

5. Textiles

With the exception of carpets, cushions, wall hangings and head scarves, Royal Devices MAY NOT be used on textiles (which includes articles of clothing, including T-shirts, drying up cloths and aprons).

6. Containers or Receptacles of Merchandise

As a special exception, containers or receptacles of merchandise will, on this occasion, qualify as souvenirs provided that:-

- (a) They are permanent in nature- i.e. metalware, ceramic or other semi-indestructible material and specially made for the occasion.
- (b) They comply with the requirements of paragraph 3. With particular regard to paragraph 3(b), the name of the manufacturer and details of the contents may only appear on the underside or interior of the container or on the stopper.
- (c) The Royal symbols used on containers or packaging are limited to approved photographs of Prince William and Miss Catherine Middleton.

The use of Prince William’s Coat of Arms is specifically forbidden on containers and packaging.

7. Commemorative Coins and Medallions

As a special exception for this occasion, commemorative coins (i.e. coins which are not currency) and medallions will qualify as souvenirs.

8. Decorations

- (a) Approval has also been given for reproductions of the devices mentioned in paragraph 3 to be used in any schemes of decoration celebrating the Marriage of Prince William and Miss Catherine Middleton, although they may not be used in any way that might imply Royal Patronage or approval of any firm or its products.
- (b) Prince William's Arms may not be flown as flags.

9. Limitations of Use

- (a) The use of devices listed in paragraph 3 is strictly limited to the souvenirs and Prince William's Arms may not appear on any container or packaging, (except as in paragraph 6) nor in any promotional advertising except incidentally to a photograph of the souvenir itself.
- (b) Prince William's personal standard may NOT be used on any souvenirs, containers or packaging.
- (d) Souvenirs of the Marriage of Prince William and Miss Catherine Middleton may not be manufactured after 1st October, 2011.

10. Arms and official photographs

- (a) Correct versions of Prince William's Arms should be used.

Colour examples may be obtained (on payment of a fee) by application to Garter King of Arms, College of Arms, Queen Victoria Street, London, EC4V 4BT. Tel 020 7248 1188

- (b) Approved photographs of Prince William and Miss Catherine Middleton can be obtained from most photographic agencies.

If an explanation or guidance is required in respect of the rules please write to the Lord Chamberlain's Office, Buckingham Palace, London, SW1A 1AA.

November, 2010