

Hi ApeCoin community,

We are excited to announce an update regarding the implementation of the process for AIP-291!

To request the use of the ApeCoin DAO's trademark, please adhere to the following procedure:

- Initiate your request by sending an email to trademarks@apecoin.com. Once your email is received, you will be provided with instructions on how to access the request form.
- In the email you receive, you will find a link leading you to the request form, where you can provide the details for your trademark request.
- Complete the form by filling in all the required fields with accurate and comprehensive information.

After you've submitted the form, your trademark request will undergo a thorough review and evaluation by the Ape Foundation. Please be aware that successful applicants granted permission to use the trademark must fulfill two additional steps:

1. Trademark Agreement: You will receive a trademark agreement that outlines the terms and conditions of using the trademark. It's essential to thoroughly review the license agreement, ensuring you understand and agree to its provisions before signing.
2. KYC (Know Your Customer) Process: As part of our due diligence, successful applicants will be required to complete a KYC process.

It's important to note that the Foundation reserves the right, at its sole discretion, to decline trademark use requests or refer them to the AIP process. Furthermore, following the execution of a successful Trademark Agreement, both the Ape Foundation and the ApeCoin DAO community will engage in ongoing monitoring of trademark usage. This monitoring will ensure adherence to quality standards, alignment with brand guidelines, and overall appropriate usage. Please be aware that the license agreement is revocable and may be terminated at the discretion of the Ape Foundation.

We appreciate your interest in using the DAO's trademark and your respect for the brand. Following these steps will enable a smooth and transparent process for requesting trademark use.

Please contact the [@Moderators](#) if you have any questions about entering the process.

For community members whom are approved to use ApeCoin DAO's trademarks please refer to this guide for the proper usage of the ApeCoin logo and marks.

[Usage Guide](#)