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SOUVENIRS

MARRIAGE OF THE PRINCE OF WALES
AND LADY DIANA SPENCER

Wednesday, 29th July 1981

1. It is announced by the Lord Chamberlain that The QUEEN has been pleased to approve a temporary relaxation of the rules governing the commercial use of Royal Photographs on articles which have been manufactured specially as souvenirs of the Marriage of The Prince of Wales.

The Prince of Wales has likewise approved that certain of His Royal Highness' Arms, Cypher and Portraits may be similarly used.

2. The devices concerned are:

- (a) The full Coat of Arms of The Prince of Wales and component parts thereof.
- (b) The Shield of The Prince of Wales with Coronet and Garter.
- (c) The Prince of Wales' Badge of Ostrich Feathers (with coronet and motto "Ich dien").
- (d) The Prince of Wales' Dragon Badge for Wales.
- (e) The Shield of the Duchy of Cornwall.
- (f) The Arms of the Duke of Rothesay.
- (g) The Prince of Wales' Cypher.
- (h) Approved photographs of:
 - The QUEEN.
 - The Duke of Edinburgh.
 - The Prince of Wales.
 - Lady Diana Spencer.

3. *Souvenirs*

Souvenirs, subject to the limitations in paragraphs 4, 5, 6 and 7, are defined as articles specifically designed to commemorate the Marriage of The Prince of Wales and identified with the occasion by the incorporation of a phrase such as:

"The Marriage of The Prince of Wales and Lady Diana Spencer—Wednesday, 29th July 1981."

To qualify for the privileges detailed in the circular such Souvenirs of The Marriage of The Prince of Wales must be:

- (a) Of a permanent kind,
- (b) Free from any form of advertisement,
- (c) Carry no implication of Royal Custom or Approval,
- (d) In good taste.

4. *Textiles*

Apart from headscarves or wall hangings, textiles are excluded and do not qualify for the privilege of using Royal Insignia.

5. *Containers of Merchandise.*

As a special exception containers 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 appear only on the under side or interior of the container or on the stopper.
- (c) The Royal Symbols that may be used on containers are limited to photographs of The QUEEN, The Duke of Edinburgh, The Prince of Wales and Lady Diana Spencer.

The use of any of the Royal Symbols is specifically disallowed except to holders of the Royal Appointment as Tradesmen. Nos. 10 and 11 of the Royal Warrant Rules will apply in these cases.

6. *Medals*

As a special exception for this occasion medals are accepted as souvenirs. Photographs or effigies of The QUEEN and The Duke of Edinburgh may not however be used.

7. *Limitations of Use*

(a) The use of the devices listed in paragraph 2 is strictly limited to the souvenirs themselves and the devices may not appear on any container (save as allowed in paragraph 5) nor in any promotional advertising except incidentally to a photograph of the souvenir itself.

(b) Souvenirs of the Marriage of The Prince of Wales produced by authority of these instructions may not be manufactured after 30th September 1981.