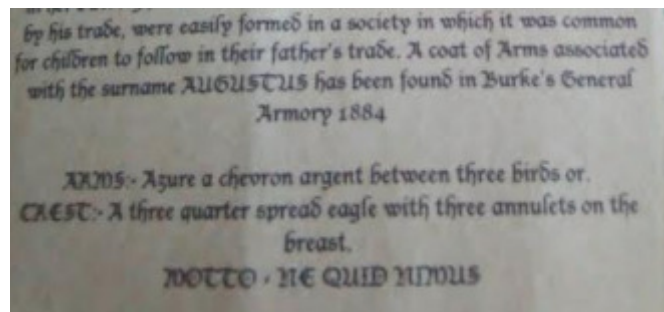


Misrepresentation of the armorial bearings of Augustus.

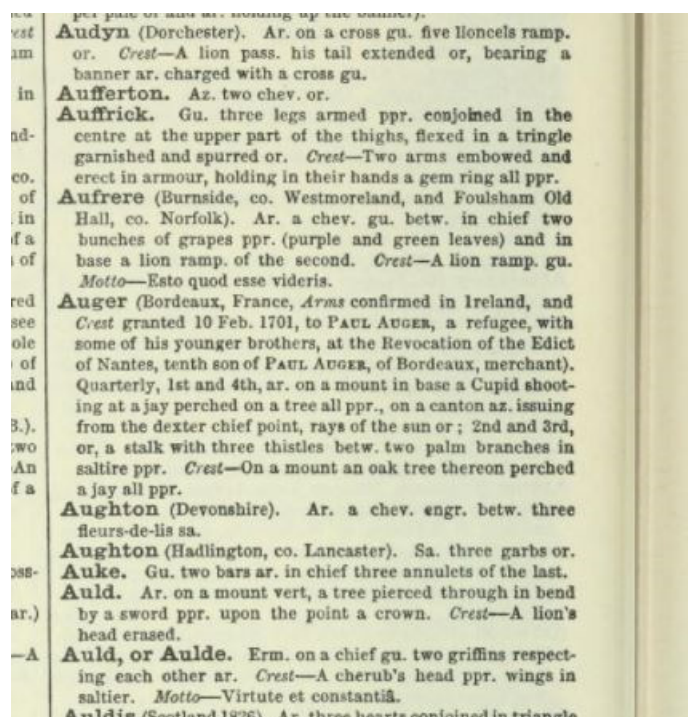
The image below appears to have been “sold” as the armorial bearings of Augustus, most likely by a surname and coat of arms dealer (a Bucket Shop).



A certificate included with the image stated that “A coat of arms associated with the surname AUGUSTUS has been found in Burke’s General Armory 1884” and blazoned the arms as “Azure a chevron Argent between three birds Or” and crest as “A three quarter spread eagle with three annulets on the breast” (which does not match the image above).

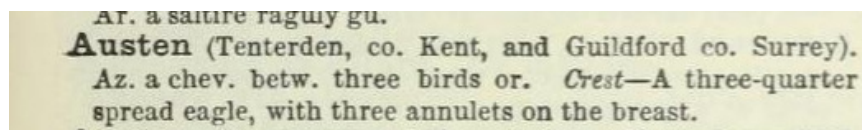


I have searched my copy of Burke's General Armory (1884) and can find no record of any armorial bearings in the name of Augustus. Below is an extract of Burke's from Auf to Aul; there is no entry for Augustus (nor is there any entry for same in the supplement).



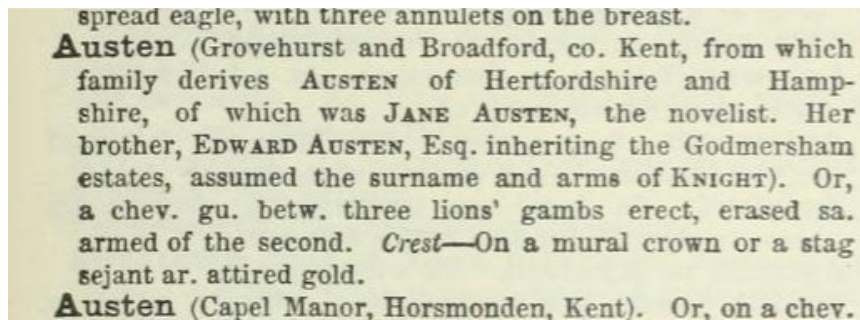
A search for the motto (per the image) Crux Nostra Corona in the reference book Elvin's Mottos indicated that the family using that motto was Austen.

The very first entry for Austen in Burke's General Armory is that of Austen of Tenterden Kent and Guildford Surrey; the blazon for this family matches that given in the so-called surname certificate for Augustus.



A further search of Burke's General Armory reveals the arms of Austen of Grovehurst and Broadford Kent from which family derives Austen of Hertfordshire and Hampshire, of which was Jane Austen, the novelist. Her brother, Edward Austen, Esq. inheriting the Godmersham estates, assumed the surname and arms of Knight. Or, a chevron Gules between three lions' gambes erect erased Sable, armed of the second with a crest of On a mural crown Or a stag sejant Argent attired Gold.

This blazon matches (except for the mistaken tincture of the lions' gambes) the image passing itself off as Augustus.



Conclusion:

The passing off of these arms as the arms of Augustus is fraudulent. The certificate for the "surname of Augustus" blatantly misleads the purchaser by erroneously stating that there is an entry for the surname Augustus in Burke's General Armory.

Heraldic fraud may either mean, to falsely claim the right to a coat of arms to which a person does not have the right, or to falsely claim someone else has that right and thereby selling heraldic art to him to which he has no right. Both can be seen as a kind of fraud and an infringement on intellectual property rights.

According to the Law of Arms in most heraldic jurisdictions, usage of a pre-existing coat of arms must be predicated on some form of relation.

Typically, inheritance of arms flows through the male line, though in many traditions it may flow through the female line as well.

In heraldry, a "bucket shop" is a company that will sell a coat of arms associated with the customer's surname, regardless of whether the customer can claim a relation to the original armiger. Bucket shops may work from a database of surnames and shields sourced from manuscripts, armorials, and various journals, typically Burke's General Armory.

Martin Goldstraw, The Armorial Register Limited, 19/11/2017.