Traditionally, shamrock is said to have been used by Saint Patrick to illustrate the Christian doctrine of the Trinity when christianising Ireland in the 6th century. However, this is described by the Oxford English Dictionary a "a late tradition", first recorded in 1726, and is probably false. None the less, since the 18th century, shamrock has been used as a symbol of Ireland in a similar way to how a rose is used for England, thistle for Scotland and leek for Wales.

Shamrock commonly appears as part of the emblem of sporting and official organizations representing both the whole of Ireland (such as the Irish Rugby Football Union or Tourism Ireland) as well as organizations specific to the Republic of Ireland (such as IDA Ireland) and Northern Ireland (such as Police Service of Northern Ireland). Shamrock is also used in emblems of UK organizations with an association with Ireland, such as the Irish Guards. Outside Ireland, various organizations, businesses and places use the symbol to advertise a connection with the island. For example, basketball team, Boston Celtics, in the USA incorporate the shamrock in their logo and the US cereal, Lucky Charms, uses it on the product's mascot and as a shape in the cereal itself.

The shamrock has been registered as a trademark by the Government of Ireland. Traditionally in Ireland, and in many places throughout the world, the shamrock is worn on the lapel on St. Patrick's Day.

Example uses:
The shamrock signified the First Division of the Second Corps of the Army of the Potomac in the
American Civil War, which contained the Irish Brigade. It was red as were all of the division insignia of that corps and still be seen on the regimental coat of arms of "The Fighting Sixty-Ninth"

The flag of the city of Montreal, Quebec, Canada has a shamrock that is located in the lower right quadrant. The shamrock represents the Irish population, one of the four major ethnic groups that made up the population of the city in the 19th century when the arms were designed.

The shamrock is featured in Canadian Coat of arms.

The shamrock is featured on the passport stamp of Montserrat, many of whose citizens are of Irish descent.

The airline Aer Lingus uses the emblem in its logos, and its air traffic control call sign is "SHAMROCK".

The Erin Go Bragh flag, originally of Saint Patrick's Battalion, uses an angelic Cláirseach, a medieval Irish harp, cradled in a wreath of clover. A flag strongly symbolic of Irish nationalism, it is often seen on Saint Patrick's Day, usually displayed during the parades.* Soldiers of the Royal Irish Regiment of the British army use the shamrock as their emblem, and wear a sprig of shamrock on Saint Patrick's Day. Shamrock are exported to wherever the regiment is stationed throughout the world. Queen Victoria decreed over a hundred years ago that soldiers from Ireland should wear a sprig of shamrock in recognition of fellow Irish soldiers who had fought bravely in the Boer War. [http://en.wikipedia.org/wiki/Shamrock]