

## **Trademark and License Policy of Sigma Nu Fraternity, Inc.**

*Sigma Nu Fraternity, Inc., continues to place a priority on protecting the interests of its membership. Therefore, in order to ensure the appropriate use and marketing of the Fraternity's insignias and federally registered trademarks and to guarantee quality products, Sigma Nu is a member of a consortium of Greek organizations (fraternities and sororities) that has entered into an agreement with Affinity Consultants. Affinity Consultants represents the Fraternity in granting licenses to manufacturers and vendors that produce, market or sell designs or products depicting the Fraternity's insignias and trademarks including, but not limited to, the Fraternity's name and Greek letters, the Badge, Coat of Arms, Grand Seal, Candidate Token and Flag. Sigma Nu Fraternity, Inc., maintains prior approval right over any and all designs and products that depict such insignias and trademarks.*

*Any manufacturer or vendor wishing to produce, market or sell any design or product depicting the Fraternity's insignias or trademarks, must become licensed prior to doing so. Licensed manufacturers and vendors agree to submit all designs and products for prior approval and to pay royalties as agreed. Sigma Nu firmly opposes any design or product that attempts to glorify or promote alcohol or controlled/illegal substance use, hazing, sexism, racism, or any other image that conflicts with the ideals and principles of Sigma Nu. The Fraternity will only license manufacturers and vendors that are committed to upholding this philosophy and to providing quality products to Fraternity members.*

*Ultimately, a member of Sigma Nu Fraternity earns the honor of displaying the insignias of Sigma Nu Fraternity, but does not receive ownership of those insignias. Further, a member of Sigma Nu Fraternity does not have the right to authorize the production of any design or product depicting the Fraternity's insignias or trademarks.*

Section 1: The Fraternity's insignias shall be protected by federal trademark registration. The Fraternity's insignias, including, but not limited to, the design or representation of the Badge, Coat of Arms, Grand Seal, Candidate Token, Flag, the Greek letters "Sigma Nu" and the words "Sigma Nu," shall not be manufactured, created, used or offered by sale by any person, company or firm except as allowed for herein or as specifically authorized in writing by the High Council, which power may be delegated to the Executive Director or an appropriate committee. The Executive Director, or his designee, shall maintain a list of authorized persons, companies and firms.

Section 2: Anyone wishing to acquire merchandise bearing any insignias of the Fraternity shall obtain those items only from manufacturers and vendors authorized and licensed to produce, market or sell official Sigma Nu merchandise. Fraternity chapters may, from time to time, utilize local commercial firms for their own chapter needs so long as such merchandise is in keeping with the mission and ideals of the Fraternity, is in suitable taste and is in compliance with applicable laws and policies.

Section 3: Fraternity chapters may use the Greek letters "Sigma Nu" and the words "Sigma Nu" for their own chapter needs such as Greek Week activities, Interfraternity Council activities and philanthropic and community service activities without prior approval so long as such use is in keeping with the mission and ideals of the Fraternity, is in suitable taste and is in compliance with applicable laws and policies. No chapter or member shall utilize or cause to be produced any text or design which casts the Fraternity in a negative light or is otherwise contrary to the ideals of the Fraternity. This includes, but is not limited to, any text or design that attempts to glorify or promote alcohol or controlled/illegal substance use or is considered to be sexist or demeaning of women, minorities or other person(s).

Section 4: Any use or representation of the Fraternity's insignias, including, but not limited to, the Badge, Coat of Arms, Grand Seal, Candidate Token, Flag, the Greek letters "Sigma Nu" and the words "Sigma Nu", or any other intellectual property of the Fraternity for use in connection with internet web sites must be in keeping with the mission and ideals of the Fraternity, in suitable taste and in compliance with applicable laws and policies. The Fraternity reserves the right to require the removal of any content, information, web page, or web site that is determined by the Executive Director, or his designee, to cast the Fraternity in a negative light or to be contrary to the mission and ideals of the Fraternity. This includes, but is not limited to, any materials deemed to glorify or promote alcohol or controlled/illegal substance use, or any materials considered to be sexist or demeaning of women, minorities or other person(s).

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