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Dear Brothers,

As most, if not all of you are aware, Delta Chi has an on-going effort to protect our marks. The coat-of-arms, the badge, the letters “ΔΧ” and the very name “Delta Chi” are some of those marks. We need to protect them against two very real threats: 1. Other organizations that might try to use them as if they were theirs and 2. Inappropriate uses by companies or even our own members/chapters. Failure on our part to adequately protect our marks can easily result in our losing our ownership of them.

While most members can understand (and even expect) our issuance of a “cease and desist” to some local fraternity using our name, some are less understanding when we issue them a “cease and desist” for some t-shirt design that they may have adopted or even when someone simply starts selling an otherwise acceptable product to our members that is using one or more of our marks without a license. In all of these cases, failure to police the use of our marks puts our ownership of them in jeopardy. While a vendor may argue that paying a license fee only adds to the cost paid by our members, please note that the royalty Delta Chi charges is no more than the university products you buy or those of your favorite professional sports team. Delta Chi is among more than 25 Greek organizations who charge a reasonable royalty to offset the expense of trademark enforcement. If we didn’t charge a royalty, the Fraternity would be required to raise dues to cover legal fees and additional professional staff.

Most members would agree with the concept of our prohibiting a use of one or more of our marks on a product or in a context that brings disrespect to our mark or simply jeopardizes the good name of the Fraternity. The problem comes from a difference of opinion as to what that product or that context might be (or not be). While it would nice to have a decisive, objective list of what is/is not acceptable in all cases, it is virtually impossible to maintain consistency and control without a central source.

So, what should our chapters be careful about? Generally speaking, avoiding distasteful slogans or artwork. The use of some other organization’s marks (typically beer or hard liquor bottle designs or American Express cards – “Membership Has Its Privileges” but the list could go on) needs to be avoided. Putting our marks on a product or along with another mark (like a Nazi swastika) which could bring discredit to Delta Chi would clearly be something for which we would issue a “cease and desist”.

The Fraternity as a whole expects that a stance will be taken to protect the marks we all cherish. On occasion we expect that someone may take exception with a judgment to issue a “cease and desist”. Any such concern will be immediately taken to the Executive Committee of the Fraternity for consideration.

Please help us in our efforts to safeguard the marks and reputation of Delta Chi.

Fraternally,

Raymond D. Galbreth
Executive Director

Scholarship
Success
Service

O
Opportunity
Obligation
Outreach

C
Comraderie
Character
Chivalry

I
Inspiration
Initiative
Integrity

A
Achievement
Athleticism
Ambition

L
Leadership
Learning
Legacy

Delta Chi - redefining the college social fraternity