



From Design to Delivery

Your Guide to Trademark Licensing



What is a **TRADEMARK**?

A word, phrase, symbol, and/or design that identifies and distinguishes the source of goods or services.



ESPN

Ownership & Rights

Owned by individuals, companies, or organizations. Owners provide exclusive rights and prevents others from using similar marks.



NIKE

Maintenance

Must be protected, maintained, and managed.
Can be renewed indefinitely as long as in use.



iPhone

Purpose

Helps consumers identify and choose products based on brand reputation and quality.

Examples of Our TRADEMARKS

Delta Chi's trademarks embody our shared values, heritage, and reputation, serving as a vital link between our brand and our members.

Trademarks include, but are not limited to the following:

- Name
- Nickname
- Greek letters
- Crest/coat-of-arms
- Symbols
- Insignia
- Hand signs
- Founding year



DELTA CHI
FRATERNITY





Why

**is it important
to safeguard
our trademarks?**



Protects Brand Identity

Trademarks are more than images; they symbolize personal experiences and our collective identity.



Preserves Reputation & Legacy

They connect us, protect the legacy given by our Founders, and ensure the quality and trust associated with our brand now and for future generations.



Unifies Members

It is our collective responsibility to uphold and protect our trademarks, ensuring we continue striving for high ideals.



Maximizes Royalty Revenue

Proper protection and commercialization of our trademarks by licensed vendors maximizes royalty revenue opportunities, which allows Delta Chi to provide essential programs and services to members.

What is TRADEMARK LICENSING?



Definition

Trademark licensing allows the trademark owner (licensor) to legally grant another party (licensee) permission to use its trademarks under specified conditions.



Process

A written agreement between the licensor and licensee that details permissions, scope of use, and duration.

Delta Chi partners with Affinity to grant licenses to official licensees that produce merchandise with our name, logos, and marks.

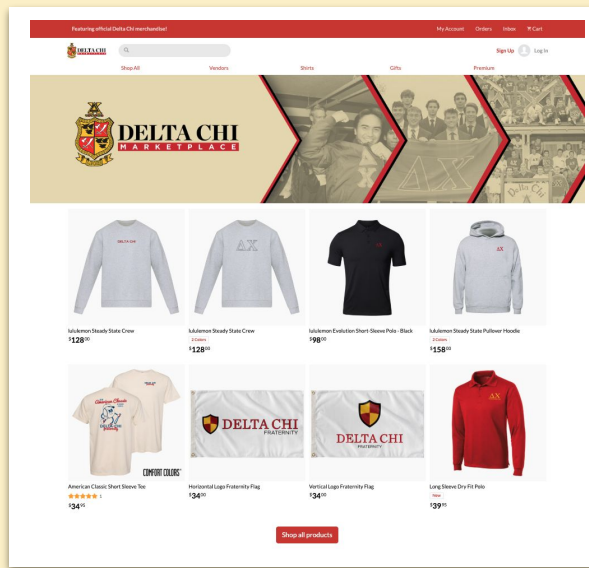


Purpose

Prevents dilution, abandonment, or loss of our trademarks, while ensuring proper use.

Preserves our mission and reputation of our brand and values by providing access to quality products and services at reasonable prices.

Finding LICENSED VENDORS & MERCHANDISE



Licensed Merchandise

You can shop for licensed merchandise through Delta Chi Marketplace. On this site, members can shop the largest collection of Delta Chi's licensed products anywhere!

There are **614 officially licensed products** available from 17 different vendors!

Licensed Vendors (licensees)

Check to see which companies are licensed with Delta Chi at greeklicensing.com/products. You can search by vendor, location, and/or product category and shop directly with the vendor.



If your preferred vendor isn't listed, you can nominate them to become a licensee. Learn more, including how to win prizes for your nominations, on page 10.

Look for the **AFFINITY LICENSED PRODUCT LOGO!**

When shopping for Delta Chi's products, make sure to be on the lookout for:



Affinity Licensed Product (ALP) logo image on websites, product listings, media, etc.



Affinity Licensed Product hologram sticker on products themselves.

These logos help you determine if a product is created by a licensed vendor and ensures high-quality products.

Licensed Products:

GETTING YOUR DESIGNS APPROVED

Licensed vendors must receive approval by Headquarters (the trademark owner) or the licensing agency (Affinity) to produce or market products and designs bearing our trademarks.

While the vast majority of submitted designs are approved, some require revisions before receiving approval and others are rejected due to incorrect brand standards.

Due to many Greek organizations and associations hosting events during the same time frame, it can take several days for an order to be designed, submitted, and approved. To ensure timely delivery to your chapter, please **plan ahead and place your order in advance (we recommend at least a month)!**

Did you know?

Use of Delta Chi's trademarks requires proper licensing approval, including brand collaborations and social media promotions. Headquarters approval must be obtained before finalizing any collaboration agreements involving its trademarks.



Licensed Products: **GETTING YOUR DESIGNS APPROVED**

Approved

	Designs with our name or simple design elements are typically approved.
You can be creative! Just make sure that Delta Chi's brand standards are followed and the integrity of our brand is upheld.	

Rejected

	All designs need to adhere to current brand standards. Any outdated, altered, or illegible branding will be rejected.
Delta Chi does not approve of references to alcohol, drugs, sex, profanity, or demeaning imagery of any kind.	



What are the

EXPECTATIONS OF MY CHAPTER AND ME?



Use only officially licensed vendors for merchandise, and be on the lookout for the Affinity Licensed Products label.



Ensure brand collaborations and social media promotions that intend to use our trademarks are approved by Headquarters.



Keep a vendor's design exclusive to their production; do not use a third party to produce another vendor's designs.



Respect other brands' intellectual property rights.



Avoid designs related to alcohol, drugs, hazing, demeaning words or imagery, etc.



By making sure vendors respect our trademarks and get licensed, you're leading by example—and helping protect our brand and legacy.

We want to hear from you...

GIVE US FEEDBACK AND REGISTER TO WIN FREE STUFF!

- 1.** What vendor are you and your chapter using? If they are not licensed, no problem! We will work with them so they can offer their products to more chapters and expand their business!
- 2.** Submit a quick [Google Form](#) to enter a \$100 Amazon gift card sweepstakes! No purchase necessary.
- 3.** Include what types of products you want to see more of from Delta Chi vendors and we will work with them to create the merch you want to wear.



