

ALPHA CHI NATIONAL COLLEGE HONOR SCHOLARSHIP SOCIETY **Trademark Policy**

CHAPTER ADVISORY: Use of the Alpha Chi name, logo, or other intellectual property belonging to the Society, in whole or in part.

Purpose: Instances of trademark, service mark and/or copyright infringement have recently come to the attention of various organizations within the Association of College Honor Societies, of which Alpha Chi is a member. In a number of these cases, local chapters of these organizations have been responsible, albeit perhaps from a position of innocent misunderstanding rather than cabal. It is important for Alpha Chi chapters, their advisors, and their members to understand the nature and scope of acceptable use of the Alpha Chi name, logo, and other protected intellectual property of the society by its chapters, because the society's failure to enforce its right dilutes (and may possibly eliminate) the ability to protect these marks in the future. That, in turn, is a dangerous situation for both the national organization and your chapter should any non-society (i.e. a for-profit operation somewhere) entity ever attempt to violate our service mark rights or copyrights. The National Office is therefore issuing this advisory to clarify its policies regarding use of its name and logo, in the hopes that chapter advisors will be of assistance in helping all members of the Alpha Chi family nationwide protect our shared stake in the good name and reputation of the society.

Guidelines: Please take note of and respect the following rules in your chapter's use of the name, logo and/or related materials of Alpha Chi National College Honor Scholarship Society (hereinafter "Alpha Chi"):

1. Bona fide, authorized chapters of Alpha Chi at colleges and universities, by virtue of the granting of their chapter charter, are given a limited license to use the name and/or logos of Alpha Chi in conjunction with the Greek letter chapter designator assigned to them upon issuance of the charter—e.g. "X Chapter of Alpha Chi." Informally and with clearly limited, local use, this license extends to referring to the chapter as "Alpha Chi" as long as the nature of said use makes it clear to recipients that the reference is to the local chapter only (e.g. the chapter advertises a departmental "Alpha Chi Brownbag Seminar," where it is clear the local chapter alone is the sponsor).
2. Any use of the Alpha Chi name or logo in public (and particularly graphic and written) materials—e.g. flyers advertising an event to the public—must be accompanied by use of the Greek letter chapter designator, e.g.: "X Chapter of Alpha Chi National College Honor Society—announces..." or "Alpha Chi, X Chapter presents..."
3. If a chapter locally produces commemorative or honorific items for members (trophies, lapel pins, items of clothing, certificates, etc.), said items must not be available in any form for purchase or other acquisition by the public but must be intended for and distributed to Alpha Chi members only. The only generally allowable exception to this rule is certificates, plaques, etc. that are given from time to time to special guests or honorees of the local chapter, e.g. a speaker at an initiation ceremony who is given a Certificate of Appreciation irrespective of whether he/she is a registered Alpha Chi

member. In that case, however, chapters should make clear with any inscription or other indicia that the honor comes from "X Chapter of Alpha Chi" specifically.

4. Chapters must be aware of the fact that the types of items they make available to members, even if they are in compliance with the above rules regarding proper disclosure of the specific chapter providing them or an additional license or permission has been granted (see Rule 6 below), may nevertheless be of an objectionable nature to the National Office given the tax-exempt status, reputation, purpose and/or name of the society (simple awards or pins are nice; a line of Alpha Chi-logo designer underwear or something labeled "Alpha Chi and Coca-Cola present..." are more objectionable, for example). The National Office reserves the right to revoke, wholly or in part and permanently or temporarily, the license granted to any chapter to use or incorporate the society's name and logo for any reason and/or in any manner depending upon circumstances in any case that comes to its attention. Furthermore, advisors are strongly encouraged to make inquiry of the National Office prior to creation of permanent items bearing the Alpha Chi name or logo if they have any questions whatsoever about the propriety of items they or their chapters may plan to create.
5. Advisors should take reasonable steps to ensure that student members of their chapters understand these rules; students should recognize clearly that membership or status as a student officer in the chapter does not give them any right or legal ability whatsoever to produce merchandise, stationery, business cards, etc. containing the society's name or logo for private purposes. This prohibition extends to the creation of same for chapter purposes or benefit, except as they may be authorized to do under license from or permission of Alpha Chi.
6. Chapters may be provided additional licenses, rights, or privileges to use the Alpha Chi name, logo, or other intellectual property by the National Office at any time and under any circumstances or in any primary or derivative form, but only upon the making of a written request to the National Office describing with sufficient particularity the nature, form, intent and/or duration of the use, and only after receiving in writing a reply from either the executive director or the administrator of the National Office, personally or electronically signed, granting said request. In this case, the written chapter request and the written granting of permission, as well as any written communications of clarification prior to the written granting of permission, shall be taken together as a fully integrated agreement, and no additional or subsequent oral discussions, understandings, or agreements shall be construed to modify the terms of the agreement.
7. It is the intent of the National Office to provide assistance, support, and guidance to chapter advisors as to all matters, including this one, of a legally or administratively complex nature. As such, advisors should feel absolutely free and entitled to contact the National Office through any preferred medium at will to request reasonable assistance in complying with and administering these rules or any other issues that they believe may affect the successful and enjoyable operation of their chapter. The National Office is here to help you.

Alpha Chi National College Honor Society
Trademark Use Agreement

Chapter (if not a chapter of Alpha Chi, please explain affiliation): _____

Contact: _____ **Title:** _____

E-mail: _____

Purpose (ex: t-shirts, flyers, certificates, etc.): _____

Quantity: _____ **Usage begins:** _____ **Usage ends:** _____

Are you requesting to use the AX logo for internal/non-profit use? Yes No

Are you requesting to use the AX logo for retail/profit use? Yes No

Other comments: _____

Approval Process and Terms of Use:

You agree to the terms and conditions for usage of the Alpha Chi logo as defined in the Alpha Chi Logo Usage Guidelines. You agree to end use of the Alpha Chi logo at the end of the specified time period. Permission extends only to the specified use requested in each form submitted. If you wish to use the Alpha Chi logo in additional materials, you must submit a new request.

If Alpha Chi approves the use of the Alpha Chi logo, this does not grant any right, title or interest in the logo to requested parties, other than the rights specifically granted in the actual approval. The user will not make any representation or do any act which may be taken to indicate that it has any right, title or interest in the logo except under the terms of the consent issued by Alpha Chi. The user should not assign, transfer or enable usage of the Alpha Chi logo to others, without the prior, written consent of the Alpha Chi National Council or national office.

Reservation of Rights:

Alpha Chi reserves the right to terminate, revoke, modify or suspend its approval of the Alpha Chi logo usage and any rights arising out of or in connection with the approval, in whole or in part, without cause, at its sole discretion at any time.

Permission to use the Alpha Chi logo will only be granted to specific projects, programs, initiatives and the Alpha Chi logo must not be attached to other projects programs, initiatives promoted by the same user without prior written consent. If the user completes, terminates or withdraws from the specific activity the Alpha Chi logo was approved for, then they must immediately cease to use all printed material/stationery containing the Alpha Chi logo, as well as delete the logo from their electronic records.

I have read and agree to the above terms and to the Alpha Chi Logo Use Policy.

Applicant's Signature: _____ **Date:** _____

Printed Name: _____

******ATTACH ARTWORK FOR APPROVAL******

FOR INTERNAL USE ONLY:

Date: _____ Approved Approved w/changes Disapproved

One time use: _____ Other: _____

Comments: _____

Approval Signature: _____

Sign and return to the national office.

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