

Delta Sigma Pi Merchandise Policy FAQ

See more details at dsp.org/merchandise-policy.

WHY DID DELTA SIGMA PI DECIDE TO CHANGE ITS MERCHANDISE POLICY?

Delta Sigma Pi has a long history and our name, our badge, and our trademarked images carry a great sense of pride for those who wear them. Although we have long had policies restricting use of our name and images, the Board of Directors felt it was important to clarify and strengthen the enforcement of these existing policies. This effort will help to ensure brothers long into the future can enjoy the same sense of pride in our brand as brothers today. Additionally, royalties collected ultimately benefit members in the long run because they support educational programming, leadership training, etc.

HOW DOES DELTA SIGMA PI PLAN TO MANAGE THIS NEW PROCESS?

Delta Sigma Pi has partnered with licensing market leader Affinity Consultants (GreekLicensing.com and FindGreek.com) to manage its licensing program. Affinity Consultants already manages similar programs for over 120 Greek organizations and trade associations, and is well equipped to help us through the development and maintenance of this process.

WHAT ARE DELTA SIGMA PI'S TRADEMARKS?

Some of our primary trademarks are listed below. However, Delta Sigma Pi claims ownership of any logo, nickname or tagline that it uses to conduct business, including non-registered trademarks. Any and all commercial use of Delta Sigma Pi's marks (*or any marks that are confusingly similar*) must be granted through a License Agreement.

Trademarks include, but are not limited to:

- Name "Delta Sigma Pi"
- Nickname "Deltasig"
- Greek letters "ΔΣΠ"
- Coat of Arms of Delta Sigma Pi
- Badge of Delta Sigma Pi

THE POLICY REFERENCES FLIERS, BANNERS, AND PUBLICATIONS. CAN OUR CHAPTERS STILL USE DELTA SIGMA PI'S TRADEMARKS IN OUR RECRUITING MATERIALS?

Absolutely! The policy only applies to commercial use of the trademarks. For example, if a chapter decides to make a banner to hang on campus using a bed sheet and markers, licensing requirements do not apply. However, if the chapter wants to pay a company to produce a banner, that company would need to be licensed as they are producing a product for their own commercial benefit.

DOES THIS AFFECT MY ABILITY TO BUY DELTASIG MERCHANDISE?

Yes, but in good ways! Many companies that sell merchandise for other Greek organizations have previously opted out of producing Deltasig merchandise because we did not have a standardized licensing program. This made it harder for those companies, and as a result harder for our members to find merchandise. Through our relationship with Affinity Consultants, we expect many more vendors to start producing products our brothers will love!

CAN MY CHAPTER STILL DESIGN CUSTOM ITEMS TO BE PRODUCED BY A LICENSED VENDOR?

Yes! Many of our licensed vendors are specifically set up for the purpose of custom designed merchandise. The licensing requirement applies to the entity who is actually producing the item. Generally that is defined as who is placing the trademarked item on the article of clothing.

WHAT IS THE EFFECT FOR CHAPTERS SELLING MERCHANDISE?

CAN A CHAPTER BECOME A LICENSED VENDOR?

In most cases, a chapter that wishes to sell merchandise simply needs to make their initial purchase from a Licensed Vendor and then can sell the item without any additional steps. In these cases it would be unnecessary for the chapter to become licensed. However, if a chapter wishes to become a Licensed Vendor or has concern about merchandise previously purchased, they should contact the Central Office for more information.

DO MEMBERS OF DELTA SIGMA PI NEED TO BECOME LICENSED IN ORDER TO UTILIZE THE INSIGNIA?

Individuals or companies wanting to sell merchandise that uses our trademarks need to become a Licensed Vendor. A member's [right to use](#) the organization's insignia is limited to noncommercial personal use (the process of recognizing oneself as a member). Outside of this limited use, members, and their businesses, are required to follow the same legal obligations as other vendors. We are working with Affinity Consultants to make this process as easy as possible. To become a Licensed Vendor, a company must complete three simple steps:

1. Register through the [online vendor Gateway](#).
2. Submit the online application.
3. Get approved and start selling!

DO MEMBERS/CHAPTERS NEED TO SEEK DESIGN APPROVALS PRIOR TO PLACING CUSTOM ORDERS?

All designs using Delta Sigma Pi's protected marks must be submitted for approval. However, this is not the responsibility of the individual or chapter placing the order. The Licensed Vendor will submit designs for approval through the [online vendor Gateway](#).