

## **33 GREEK-LETTER ORGANIZATIONS UNITE TO PROTECT TRADEMARK RIGHTS, FILE JOINT LAWSUIT**

*Legal Action Expected to Support Trademark Owners, Legally Licensed Vendors*

**SAN DIEGO – December 31, 2007** – 33 national and international Greek-letter organizations on Friday filed a joint lawsuit in the United States District Court for the Southern District of Florida in Miami against Greek product manufacturers and marketers Paddle Tramps Mfg. Co, The Brown Bag, JoeToga, Taymark, Inc., Tervis Tumbler Company and Rah Rah Company, on charges of trademark infringement and both federal and common law unfair competition. The lawsuit was filed as a result of continued, unauthorized use of the Greek organizations' protected trademarks by the six defendants. Stites & Harbison's intellectual property group in Louisville, Kentucky has been retained as legal counsel by the Greek organizations.

"The defendants haven't just violated the rights of Greek organizations in this case, but they have, in essence, stolen business from hundreds of legally licensed vendors who are the only ones authorized to manufacture and market products using these protected trademarks," said Mark Anderson, executive secretary for Sigma Chi. "This lawsuit is as much about standing by our many vendors who faithfully abide by the law and our quality control standards as it is about trademark protection."

"The size and breadth of this joint litigation irrefutably shows that Greek organizations are aligned and focused on protecting the individual and collective use of our marks. I am disappointed that there are companies whose refusal to abide by our very reasonable licensing requirements have placed them in such a difficult and unfortunate legal predicament," said Cari Cook, executive director for Delta Delta Delta.

The lawsuit was filed in the same court that previously ruled in favor of Greek trademark rights when it decided the defendant violated state and federal trademark laws when it continued to sell branded products outside of a license agreement with various Greek organizations (*Sigma Chi Fraternity, et al v. Sethscot Collection, et al*, Case No. 98-2102 CIV-SEITZ). An injunction was entered against the defendant in that case and the defendant was required to pay undisclosed damages.

"Recent trademark law clearly establishes Greek organizations' rights to protect their marks and ensure that products and services that contain their insignia meet fundamental quality standards," said Dan Shaver, president of Affinity Marketing Consultants, Inc. "We are hopeful that other unlicensed manufacturers, including screen printers and embroiderers, will seize the opportunity to become licensed instead of waiting until legal action becomes necessary."

The 33 plaintiffs include:

Alpha Chi Omega	Kappa Alpha Order
Alpha Delta Pi	Kappa Delta
Alpha Gamma Delta	Kappa Sigma
Alpha Gamma Rho	Lambda Chi Alpha
Alpha Omicron Pi	Phi Delta Theta
Alpha Phi	Phi Gamma Delta
Alpha Tau Omega	Phi Kappa Sigma
Alpha Xi Delta	Phi Kappa Tau
Beta Theta Pi	Phi Kappa Theta
Chi Omega	Pi Beta Phi
Chi Phi	Pi Kappa Alpha
Delta Chi	Sigma Alpha Epsilon
Delta Delta Delta	Sigma Chi
Delta Gamma	Sigma Kappa
Delta Phi Epsilon	Sigma Phi Epsilon
Delta Tau Delta	Tau Kappa Epsilon
Gamma Phi Beta	

To date, over 60 national and international Greek-letter organizations, representing over 5.5 million households, proactively manage comprehensive licensing programs that grant companies approval to use their trademarks on high-quality and appropriate products and services. To learn more about the licensing efforts of these Greek organizations, visit [www.GreekLicensing.com](http://www.GreekLicensing.com).

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