



# T A U K A P P A E P S I L O N

*Our mission is to aid men in their mental, moral, and social development for life*

April 24, 2008

## MEMORANDUM

TO: Grand Chapter of Tau Kappa Epsilon Fraternity

FR: Kevin M. Mayeux, CAE  
Chief Executive Officer

RE: Use of TKE Trademarks

As you may know, the uses of Tau Kappa Epsilon Fraternity's trademarks are governed by the International Constitution (Black Book) of the TKE. Specifically, Article XII, Section 6 reads as follows:

*Sec. 6. Registered Trademarks. Registered trademarks of the Fraternity are for personal use of members and for collegiate chapter affairs. Registered trademarks of the Fraternity may not be used for commercial purposes without permission of the Chief Executive Officer. Items bearing TKE trademarks may not be sold outside the chapter fabricating the items without permission of the Chief Executive Officer.*

Some of TKE federally registered trademarks (and service marks) include:

<u>Trademark</u>	<u>U.S. Registration Number</u>	<u>Date of First Use</u>
TKE	866,987	1/10/1902
Tau Kappa Epsilon	871,961	1/10/1902
TEKE	880,683	10/19/1907
"THE TEKE" magazine title	872,176	1/10/1908
TKE Membership Badge design	871,960	1914
Candidate Pin Design	871,959	1916
TKE House Plate design	873,233	1922
Coat of Arms Design	871,958	11/1928
TKE seal with interlocking triangles	866,988	10/1955
"Redefining Fraternity" slogan	2,621,563	4/15/2001
Triangular TKE PR design	2,747,112	4/15/2001
"Building a Better World" slogan	77456216	3/1/2008
"The Blueprint" program name	77456231	3/1/2008
Compass design	77456246	3/1/2008

Increasingly, outside commercial interests have attempted to capitalize on our Fraternity's name, trademarks, and good will by using our marks for their own commercial purposes. Some outside parties have used our marks for commercial purposes in a manner which has tarnished our name, and done so without the permission of the Fraternity. I must remind each of you that no chapter or individual has the authority to allow any other person, corporation, or group to use our marks in any manner except as described in our International Constitution. This would include allowing others to make use of TKE insignia displayed in or on your chapter house, clothing which members might wear, or any other purpose except as described above. If a company or person wants to use TKE's marks, they should contact the Offices of the Grand Chapter and inquire about obtaining a license from the Fraternity, becoming one of our affinity partners.

Best continued fraternal wishes to each of you as we continue to improve Tau Kappa Epsilon and the Teke experience for all of our current and future members.