

EPSILON SIGMA ALPHA VENDOR FAQs

Q: What are Epsilon Sigma Alpha's trademarks?

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

Trademarks include, but are not limited to:

- Name "Epsilon Sigma Alpha"
- Nickname "ESA"
- Greek letters "ΕΣΑ"
- Crest of Epsilon Sigma Alpha

Q: Who needs to become licensed?

A: Any group or individual that wishes to trade on the goodwill associated with Epsilon Sigma Alpha's marks, and benefit commercially from utilization of those marks, must become licensed in order to do so. A vendor is not required to become licensed in order to resell products produced by a licensed manufacturer, so long as they do not further embellish the product or expand on the use of the insignia (example: a licensed decal cannot be added to a cup without gaining licensing approval for the cup).

Q: My chapter has a design we want printed on an item – what is the process?

A: In order to have the item printed, you will need to place the order through a licensed vendor. For a current list of licensed vendors go to <https://greeklicensing.com/clients> and select Epsilon Sigma Alpha or view the vendor list on the Epsilon Sigma Alpha website.

Q: Will we still be able to use our local vendors for ESA branded items?

A: Yes, however, they will need to become licensed in order to do so.

Q: How can my local shop become licensed?

A: If you have a specific vendor in mind and they are not yet licensed for Epsilon Sigma Alpha, they may request a license by going to <https://greeklicensing.com/licensing>.

Q: Where can I find all ESA merchandise now?

A: You can find ESA merchandise through any licensed vendor, on the ESA website under the merchandise tab, at <https://findgreek.com/>, or through any retailer that carries ESA licensed goods. You will be able to identify ESA license goods by the "Official Licensed Product" hologram decal required on all items.

Q: Do members of Epsilon Sigma Alpha need to become licensed in order to utilize the insignia?

A: 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 are required to follow the same legal obligations as other vendors. Consistent with fair trade practices, Epsilon Sigma Alpha has equitable terms for all vendors, regardless of whether or not an owner or employee may be a member of the organization.

Q: Does licensing apply for custom orders and/or if the order is placed by a chapter or member?

A: Yes, licensing applies whenever a commercial transaction containing Epsilon Sigma Alpha's marks takes place. Moreover, neither individual chapters nor members of the organization have the right to grant commercial use of the trademarks to a third party. Only ESA Headquarters has that authority as the sole trademark owner.

Q: How does licensing benefit members of Epsilon Sigma Alpha?

A: Licensing benefits our members because it's the best way to ensure that members receive quality products and services that adhere to Epsilon Sigma Alpha's standards and positively represent their membership in our values-based organization. Additionally, royalties collected ultimately benefit members in the long run because they support membership efforts, educational programming, leadership training, etc.

Q: Why is partnering with Affinity good for ESA?

A: Just like any other form of physical property, our brand has to be taken care of in order to maintain its value and strength. Epsilon Sigma Alpha's trademarks deserve protection. We have partnered with Affinity Consultants and established a licensing program in order to protect and prevent the loss of our trademarks and to generate revenue for ESA. Affinity is the known leader in representing the brand interests and managing the licensing programs for membership-based clients, including sororities, fraternities, honorary societies, professional fraternal organizations and trade associations.

Q: What are the benefits of being licensed?

A: There are many benefits to being licensed, including exposure on GreekLicensing.com and Epsilon Sigma Alpha's custom vendor roster, and the ability to market your company as officially licensed. Becoming licensed is the only legal way to utilize Epsilon Sigma Alpha's marks. Also, Epsilon Sigma Alpha directs members to only patronize licensed vendors and to look for vendors that are using the Official Licensed Product seal (only available to licensed vendors).

Q: Why must all designs be approved prior to production, marketing, and/or sale?

A: As a values-based organization, Epsilon Sigma Alpha must ensure that our marks are only used in ways that positively reflect our standards. And, they must maintain the integrity of our brand identity. Each product or service that displays one or more of Epsilon Sigma Alpha's marks will have an impact on our reputation as an organization, so we have a responsibility (and a legal right) to uphold certain guidelines related to the use of the marks.

Q: Why is maintaining a \$1 million product liability insurance policy, and listing the organization as additional insured, required?

A: First and foremost, the insurance requirement is in the best interest of the company that is making and selling products. While unexpected, if there were ever a product liability claim (faulty product, harmful ink, flammable fabric, dangerous materials, etc.), the legal costs would potentially devastate a small business (especially sole proprietors who don't have a corporate veil protecting personal assets). Additionally, attorneys would unquestionably add Epsilon Sigma Alpha to the claim since the product was licensed. Therefore, any company wishing to use the trademarks of Epsilon Sigma Alpha must protect themselves and ESA against unexpected claims. The cost for a \$1 million policy ranges, depending on the type of products being sold and the state where the insurance is held.

Q: Who do I contact if I have questions?

A: Melissa Jean-Baptiste Melissa@affinity-consultants.com 760-734-6764 ext. 140