



THE IMPORTANCE OF A NAME

GAMMA PHI BETA LICENSED PRODUCTS & SERVICES AND WHY THEY SHOULD MATTER TO YOU

To safeguard appropriate marketing of our federally registered trademarks and to guarantee quality products, Gamma Phi Beta is a member of a consortium of Greek organizations (fraternities and sororities) that have entered into a trademark licensing agreement with Affinity Marketing Consultants (AMC). AMC will represent Gamma Phi Beta in granting licenses to companies that manufacture merchandise with our name, Greek letters and coat-of-arms.

We continue to place a priority on protecting our membership's interests. Through the licensing program, Gamma Phi Beta has approval rights over all designs that depict our name, Greek letters and coat-of-arms, as well as all products on which our insignia appears. Any manufacturer wishing to use Gamma Phi Beta's name, Greek letters or coat-of-arms on merchandise must become licensed prior to selling our approved products. Licensed vendors agree to submit all products and designs for our approval and to pay royalties. Our goal is to only license companies committed to providing quality products to our members.

HONOR VS. OWNERSHIP

A member, upon initiation, earns the honor of displaying any paraphernalia from licensed vendors, but she doesn't receive ownership of those marks. Just as a student at the University of Georgia

or an employee of Coca-Cola doesn't individually own their marks, neither does an initiated member of a Greek organization. Nor do they have the right to authorize an unlicensed vendor to produce trademarked merchandise.

WHAT LICENSED VENDOR MEANS

A licensed vendor agrees to work with Gamma Phi Beta to ensure the proper use of our trademarks and to sell quality merchandise at reasonable prices. Licensed vendors provide royalty payments to the international organization in support of educational programs and services.

THE GREEK LICENSED PRODUCT LOGO

This special Greek Licensed Product logo has been designed for the members of AMC. Once a manufacturer has joined the licensing program, all products bearing Gamma Phi Beta symbols will carry the identifying logo from AMC. This logo tells our members that the Sorority has approved the product and that the company is participating in the licensing program. As informed Gamma Phi Beta consumers, our alumnae and collegians play an essential role in the success of licensing. When purchasing items in a campus bookstore, Greek specialty shops or through a catalog, be an informed Gamma Phi Beta consumer and "look for the logo" as an indication that the product is official Gamma Phi Beta merchandise.

HOW TO GET LOCAL VENDORS LICENSED

- Send the company name, e-mail, fax number, telephone number and address to International Headquarters, attention: *Licensing Program/director of communications*.
- Affinity Marketing Consultants, Inc. (AMC) will send a licensing information application to the interested vendor.
- The vendor is responsible for submitting product samples and a marketing plan to AMC.
- AMC will review the product samples and marketing plan, then forward to International Headquarters for approval.
- The vendor is then notified whether or not they have been approved to be a licensed Gamma Phi Beta vendor.

HOW TO PURCHASE GAMMA PHI BETA MERCHANDISE

- Go to the Gamma Phi Beta shopping area, www.gammaphibeta.org/meet/membership/shopping.asp. An updated list of vendors is available.
- Contact International Headquarters to request a current list of vendors and contact information.
- Periodically, fliers and catalogs may be mailed to your home and chapter from licensed vendors.

International Headquarters oversees the process and does not sell your name or address to unlicensed companies. Should you wish not to receive these mailings, please contact International Headquarters.

- Some licensed vendors have storefronts and invite you to shop Gamma Phi Beta on location.

WE NEED YOUR HELP

- Protect the use of our marks.
- Ensure the quality of merchandise and service associated with our name.

Create a competitive market designed to lower product/service prices for our members while providing royalty income to support Gamma Phi Beta.

HOW TO PROTECT GAMMA PHI BETA'S NAME

We depend on you to help protect Gamma Phi Beta. Here's how:

- Purchase Gamma Phi Beta merchandise only from licensed vendors.

If you are aware of vendors who sell quality merchandise, please invite them to become licensed. Have them contact Gamma Phi Beta International Headquarters.

- Visit your campus bookstore and invite the manager to buy officially licensed merchandise.
- If you see Gamma Phi Beta's name and marks being used improperly on merchandise, contact International Headquarters.
- Have licensed vendors manufacture items for your chapter. This also includes items that the chapter produces to raise funds.

LICENSED VENDORS JULY 2006

- 2Thumbs Entertainment, Inc.
- 8 x TEN
- 9 Below, LLC
- A & A Graphx Active Wear
- Alexandra & Company
- Alpha Stationery, a division of Custom Imprints, Inc.
- Americana Art China Company
- Angelus Pacific Company
- Art F/X Screen Printing and Embroidery
- Aurora Products LLC
- Baby Greek, Inc.
- Banner Galaxy
- Barrington Group
- Bee Charmer Cards
- Bev Key Inc.
- BlueCotton
- Build-A-Bear Retail Management and its affiliates
- C.C. Creations
- Campus I.D. Inc.
- Cha-Cha Designs, Inc.
- Chapter Communications
- Chic Greek
- Christopher Radko
- Church Hill Classics
- Classband Spirit Rings, dba
- Totem Products LLC
- College Bags Unlimited
- Collegiate Funding Services, LLC
- Corporate Identity, Inc.
- COVERDELL & COMPANY
- Creation
- Custom Composites, Inc. (CCI)
- Custom Weavers, Inc.
- CustomInk.com
- David Dobbs Enterprises, Inc.
- Design Graphics, Inc.
- DesignAShirt.com /
- GreekTShirts.com
- dForsythePearls
- Digital Pix & Composites, LLC / DPCPIX.COM
- donovandesigns, inc.
- Dooley Shoes, L.L.C.
- Explosion Sportswear
- Favor-It Promotions, Inc.
- Flippies, LLC
- Framing Success, Inc.
- Fraternal Composite Services, Inc.
- Fraternity Row
- Freeze Frame Photography
- Gear Up Greek
- GetSomeGreek.com
- Global Wireless Entertainment, Inc. d.b.a Cellfan
- Good Things From Louisiana
- Greek Checking Company
- Greek Composites by Vantine Imaging
- Greek Creations
- Greek Gifts LLC
- Greek Nation L.L.C.
- Greek Spirit Wholesale
- GreekClothing.com, LLC
- GreekForMe
- GreekGear.com
- GreekYearbook LLC
- Healthcare Innovative Products, LLC (HIP)
- Heartstrings Enterprises
- Herff Jones, Inc.
- Holbrook's Embroidery Plus
- Hollywood Graphics
- InfoSpace Mobile, Inc.
- INTRAV, Inc.
- Italian Charms
- J Carroll Corporation
- JME Productions, Inc.
- Jones & Horvath, Inc. d.b.a
- The Greek Boutique
- Jostens, Inc.
- Just Greek, Inc.
- Kapture Industries, LLC
- Kotis Design
- Landmark Publishing, LLC
- Legacy Division of Herff Jones, Inc.
- Linda Coursen Handbag Studio
- Logo Xpress
- MBNA
- McCartney, Inc.
- Metropolis Graphics, Inc.
- Miller Ribbons LLC dba ~miller ribbons~
- Modern China Co., Inc.
- MommyShop.com
- Moonshine Printing Inc.
- Mundi-Westport Corporation
- My Charmed Life, a division of LGZ, Inc.
- MyNameRing.com
- Off Campus Bookstore dba Megagreekstore.com
- Parson-Bishop Services, Inc.
- PAZ Communications
- Pennington & Company
- Pony XPress Printing
- Potter Manufacturing
- Prairie Patches, Inc.
- ProCharms Inc.
- Prographics Sportswear and
- Party Favors Inc.
- Pure Country, Inc.
- Renditions By Reesa LLC
- RUSH CLOTHING CO.
- Screened Images Inc.
- Seasons Jewelry
- Segami Designs /
- StitchZone
- Shirt Circuit, Inc.
- Solid Printwear
- Sorority Baby
- Sorority Specialties
- Springbrook Marketing, Inc.
- Stewart's Kitchen
- SuitUp LLC
- SwampFly
- T-Shirt 1, Inc.
- T.I.S. College Bookstore
- te' shurt'
- Texas International Case Co.
- TGI Enterprises, Inc.
- The College Shop
- The Corporate Presence
- The Game
- The Graphic Cow
- The Sash Company
- Timber Range Designs, Corp.
- Toegoz, Inc.
- Top It Off
- Towel Me About It, LLC
- Travel Insurance Services
- Underground Denim
- Uniglobe Leathers' Inc.
- University Connection
- University Photography
- University Publishing Corporation
- University Sports Shop / Embroidery House
- Vantine Imaging
- Varsity Grafix
- Velocitee / DesignWear
- Vending.com / National Vending
- Versaly Entertainment
- Walson Ink
- Whimsical Watches -
- What's Your Line Watches
- Your Image Works Inc.