



ALPHA GAMMA RHO

Alpha Gamma Rho's Trademark Policy

A member, upon initiation, earns the honor of displaying Alpha Gamma Rho marks from licensed vendors, but does not receive ownership of those marks. Just as a student at a University or an employee of a company does not individually own the marks according to their affiliation, neither does an initiated member of a Greek organization and, specifically, Alpha Gamma Rho.

Further, members of Alpha Gamma Rho do not have the right to authorize an unlicensed vendor to produce trademarked merchandise. In order to safeguard appropriate marketing of our federally registered trademarks and to guarantee quality products, Alpha Gamma Rho is a member of a consortium of Greek organizations (fraternities and sororities) that has entered into a trademark licensing agreement with Affinity Marketing Consultants (AMC). AMC represents Alpha Gamma Rho in granting licenses to companies that manufacture merchandise with our name, Greek letters and insignia. Alpha Gamma Rho continues to place a priority on protecting our membership's interests. Through the licensing program, Alpha Gamma Rho Fraternity has an approval right over all designs that depict our name and/or Greek letters and all products on which our insignia appears. Any manufacturer wishing to use Alpha Gamma Rho's name, Greek letters or insignia on merchandise must become licensed prior to selling approved products. Licensed vendors agree to submit all products and designs for our approval and to pay royalties for use of such marks.

Alpha Gamma Rho firmly opposes any product or design that attempts to glorify alcohol, hazing, sexism, racism, or any other image that conflicts with the ideals and principles of Alpha Gamma Rho. Our goal is to only license companies that are committed to providing quality products to our members and alumni.

Official versions of the Fraternity insignia shall be protected by trademark registration. The design or representation of the Badge, Coat of Arms, Seal, Recognition pin, Flag, Greek letters AFP, and the words "Alpha Gamma Rho" shall not be manufactured, created, used or offered by sale by any person, company or firm except as specifically authorized in writing by the Executive Director. Anyone wishing to acquire merchandise bearing any insignia of the Fraternity shall obtain those items only from vendors that are currently authorized to produce or market official Alpha Gamma Rho merchandise. Chapters may utilize local commercial firms to produce material for their own chapter needs from time to time so long as such merchandise, text or design does not cast the Fraternity in a negative light or is otherwise contrary to the ideals of the Fraternity. This includes, but is not limited to, any materials deemed to glorify alcohol or illegal substance use, or any materials considered to be sexist or demeaning of women, minorities or other person(s).

Last updated: May 16, 2019