

**Psi Upsilon Fraternity Policy
Regarding
Trademarks**

Official versions of the Fraternity insignia shall be protected by trademark registration. The design or representation of the badge, coat-of-arms, chapter coat-of-arms, Executive Council seal, pledge button, flag, Greek and/or Roman letters Psi Upsilon and the words "Psi Upsilon" when used in combination to denote Psi Upsilon Fraternity shall not be manufactured, created, used or offered for sale by any person, company or firm except as specifically authorized in writing by the Executive Council or its designee.

Only the Executive Council or its designee may authorize commercial reproduction of the Fraternity's insignia including the words "Psi Upsilon," any design or presentation of the badge, coat-of-arms, chapter coat-of-arms, Executive Council seal, pledge button, flag, Greek and/or Roman letters Psi Upsilon and the words "Psi Upsilon" when used in combination to denote Psi Upsilon Fraternity. 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 Psi Upsilon merchandise.

Active chapters may utilize local commercial firms to produce material for their own chapter needs as long as such material is approved by the Executive Council or its designee. Any text or design which casts the Fraternity in a negative light or is otherwise contrary to the ideals of the Fraternity, specifically including but not limited to any materials deemed to promote alcohol abuse or illegal substance use or any material considered to be sexist or demeaning to women or other persons, will not be approved.

October, 2004