

DELTA SIGMA THETA SORORITY, INC.
OPERATING GUIDELINES AND CODE OF CONDUCT FOR VENDORS

Delta Sigma Theta Sorority, Incorporated (“Delta” or “Sorority”) has developed these Operating Guidelines and this Code of Conduct (“Code”) to provide certified vendors with a clear understanding of Delta’s policies concerning the sale of paraphernalia or any merchandise imprinted, emblazoned, embossed, or stamped with (collectively “bearing”) Delta’s trademarks or service marks (collectively “Marks” or Delta “merchandise”). Any questions about the policies expressed in this Code should be directed to Delta’s Intellectual Property Specialist: Nicole Lenon at 202-986-2400, ext 399.

This Code is incorporated into and made a part of the License Agreement that must be executed before any vendor may design, market, or sell merchandise bearing Delta’s Marks. PLEASE READ THIS CODE BEFORE SIGNING THE LICENSE AGREEMENT.

DEFINITION

Certified Vendors are those individuals and businesses with whom Delta has entered into a contract (License Agreement) signed by the Vendor and the National President or Executive Director of Delta authorizing the vendor to use Delta’s Marks on merchandise to be manufactured, sold, displayed and/or distributed to *members* of Delta.

FEES; RULES AND REGULATIONS

1. Fees for Certified Vendors. Certified vendors shall pay an annual or biennial fee for the opportunity to market, display or sell merchandise pursuant to the License Agreement.

2. Appropriate Venues. Certified vendors shall sell merchandise bearing Delta’s Marks only at approved Sorority public functions. Approved Sorority functions include direct sales to individual *members* of Delta at Regional Conferences, National Conventions, State and Local Meetings, and/or other Sorority Exhibit Trade Shows.

3. Inappropriate Venues. Sales from hotel rooms or other non-designated public space(s) during any approved Delta function are strictly prohibited. A vendor’s License may be revoked if it is determined that the vendor has been or is selling from such sites.

4. License Non-Transferable. In no event shall any vendor sell, transfer or assign its/his/her vendor’s License to any other individual, partnership(s), joint venture, for profit business corporation, non-profit organization, or any other entity, without written consent from the Sorority. Violation of this policy will lead to termination of the License and the authorizing License Agreement and other legal actions at the discretion of the Sorority.

5. Merchandise Approval Required. Vendors are authorized to sell only merchandise that Delta has approved. The Sorority reserves the right to withdraw the License and associated License Agreement of any vendor that violates the License Agreement or Delta’s policies and procedures.

6. Quality of Merchandise. All paraphernalia and merchandise bearing Delta's Marks shall be of good quality and shall be presented in good taste and in the highest professional standards. Samples of all merchandise to be designed, sold, or marketed must be submitted to Delta before any design, sale, or marketing of any such merchandise.

7. Non-Disparagement of Other Fraternal Organizations. The Sorority will not allow at any Delta event the sale or display of merchandise that disparages other fraternal or social organizations in any way, including the use of negative images, terms, phrases, or sayings on the merchandise.

8. Specifications for Using the Mark.

a. Use of Delta's Name. No vendor shall use the name Delta Sigma Theta Sorority, Inc. or any derivative or shorten version of it or any other Delta Mark with sayings, phrases, or artistic renditions unless the vendor has obtained advance written approval from the National President, the Executive Director, or the Intellectual Property Specialist of Delta.

b. Use of Founders' Picture. No vendor shall use any pictures of the Founders of Delta on any merchandise or paraphernalia unless the vendor has obtained advance written approval from the National President, the Executive Director, or the Intellectual Property Specialist of Delta. Although the following shall not constitute approval for use, vendors should note that the Founders' pictures should be used only on official documents or posters and wall hangings. Their pictures shall never be used casually, such as on T-shirts or other clothing, tote bags, puzzles, screen savers, umbrellas, rugs, throws or afghans, and related types of items.

c. Use of Greek Letters. The Greek letters of Delta Sigma Theta should always be of equal proportion. They should not be distorted.

d. Use of Images Associated with Delta. The elephant and duck are not official symbols of Delta and should not be used with official symbols or with Delta's name.

e. Use of TT'BOD. The letters TT'BOD should not be used on any paraphernalia or merchandise at any time.

9. Only Direct In-Person Sales. Vendors shall not sell or market paraphernalia or merchandise bearing Delta Marks through *catalogues, Internet, other mail order systems*, or other mechanisms that are available to the general public. Vendors are authorized to sell only to members and only at approved Sorority functions.

10. Display of License. The vendor shall display the Vendor's License at all times when selling paraphernalia and merchandise bearing Delta Marks.

11. No Degrading Use. No Delta Marks, including any form of Delta's name, its Greek letters, or any of its other symbols shall be used on alcohol or tobacco containers, on personal checks, in casket linings, or upon tombstones.

DELTA'S CUSTOMS AND TRADITIONS

1. The official flower of the Sorority is the Violet. The color of the violet is purple. The African violet and artificial violets are approved substitutes.
2. The official colors of the Sorority are crimson and cream. Red and white are the only acceptable substitutes. The colors for the crest are to be crimson and cream or red and white. Yellow and gold are not appropriate substitutes for cream.
3. The official public motto is "Intelligence is the Torch of Wisdom."
4. Delta's emblem is the Goddess Minerva (Pallas Athena), Goddess of Wisdom.
5. No individual Delta member may authorize the use of the Founders' pictures or any Delta Mark.

VENDOR CODE OF CONDUCT

As a vendor of Delta Sigma Theta Sorority, Incorporated you are expected to:

- maintain the highest standards of professional and personal conduct;
- supply the best quality materials and items for sale to Sorority members;
- refrain from any type of inappropriate or unwelcome solicitation during Sorority-sponsored events;
- comply with rules and regulations established by the Sorority;
- comply with the terms of the License Agreement;
- verify that any manufacturer/vendor offering Delta merchandise for sale or resale is a certified vendor, as that term is defined in this document; and
- contact the Sorority's Intellectual Property Specialist, or her designee, if at anytime you have questions or need clarification on any matter related to being a vendor of merchandise bearing Delta's Marks.

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