



Better Men for a Better World

November 31, 2018

MEMORANDUM

TO: Grand Chapter of Tau Kappa Epsilon Fraternity  
FROM: Donald E. Aldrich  
Chief Executive Officer  
RE: Use of TKE Trademarks

As you may know, the uses of Tau Kappa Epsilon Fraternity's trademarks are governed by the International Constitution (Black Book) of TKE. Specifically, Article XII, Section 6 reads as follows:

*SEC. 6. **Registered Trademarks.** Registered trademarks of the Fraternity are for personal use of members and for collegiate chapter affairs. Registered trademarks of the Fraternity may not be used for commercial purposes without permission of the Chief Executive Officer. Items bearing TKE trademarks may not be sold outside the chapter fabricating the items without permission of the Chief Executive Officer.*

Some of TKE federally registered trademarks (and service marks) include:

<b>Trademark Name</b>	<b>U.S. Registration No.</b>	<b>Date of First Use</b>
THE BLUEPRINT	3690172	9/29/2009
COMPASS Design	4012797	8/16/2011
BUILDING A BETTER WORLD	3690171	9/29/2009
BETTER MEN FOR A BETTER WORLD	4098909	2/14/2012
TKE (for jewelry)	2928798	3/1/2005
TAU KAPPA EPSILON FRATERNITY 1899 and Design (seal)	0866988	3/18/1969
TEKE	0880683	11/11/1969
TAU KAPPA EPSILON	0871961	6/24/1969
TKE and Design (House Plate Design)	0873233	7/15/1969
TKE and Design (Membership Badge Design)	0871960	6/24/1969
Design (Candidate Pin Design)	0871959	6/24/1969
THE TEKE (for magazine)	0872176	7/1/1969
Design (Coat of Arms Design)	0871958	6/24/1969
TKE	0866987	3/18/1969
Life Loyal Teke 1899 (Design)	5,589,291	10/23/2018
TKE Educational Foundation	5,574,663	10/02/2018
Interlocking Triangles (Design)	5,561,082	9/11/2018

Increasingly, outside commercial interests have attempted to capitalize on our Fraternity's name, trademarks, and good will by using our marks for their own commercial purposes. Some outside parties have used our marks for commercial purposes in a manner which has tarnished our name, and done so without permission from the Fraternity. I must remind you that each of you that no chapter or individual has the authority to allow any other person, corporation, or group to use our marks in any manner except as described to you in our International Constitution. This would include allowing others to make use of TKE insignia displayed in or on your chapter house, clothing which members might wear, or any other purpose except as described above. If a company or person wants to use TKE marks, they should contact the Offices of the Grand Chapter and inquire about obtaining a license from the Fraternity, becoming one of our affinity partners.

Best continued fraternal wishes to each of you as we continue to improve Tau Kappa Epsilon and the Teke experience for all of our current and future members!