



## **APPLICATION FOR VENDOR LICENSE**

Dear Prospective Vendor:

Thank you for your interest in becoming an official authorized vendor of Kappa Alpha Psi® Fraternity, Incorporated. Please be advised that you must be issued a vendor's license to sell items bearing the trademarks of the Fraternity.

A vendor's license authorizes the licensee to sell the approved goods to members of the Fraternity and is only issued for products which sustain and enhance the image of the Fraternity. The Fraternity reserves the right to revoke or terminate any vendor license should the items sold, in the Fraternity's sole discretion, (i) promote a negative image; (ii) include designs or marks that infringe upon another's intellectual property; (iii) are immoral or are in poor taste; (iv) tarnish the Fraternity's good will, name or trademarks; or (v) are contrary to the views and standards of the Fraternity. A vendor's license does not include the right to use the individual or collective names, likenesses or images of the Fraternity's Founders. Special requests may be considered in this regard.

During a Grand Chapter Meeting, all vendors in attendance must be licensed whether selling trademarked items or not. This license may also be used for Province events while it is valid.

You may apply for a vendor's license by completing this application and sending to this office, samples, preferably clear photographs, of each item you wish to be licensed to sell. **License renewals will expire September 30<sup>th</sup> each year and can be optionally renewed starting October 1<sup>st</sup> of each year.** You may not use another vendor's license, nor may a vendor allow another to use his/her license, to sell goods bearing the trademarks of the Fraternity.

If your application is approved, you will be required to abide to the terms of our relationship and specifically setting out the merchandise bearing the Fraternity's trademarks that you are authorized to sell. Please note that there will be additional fees for booth and/or exhibit space at Grand Chapter Meetings and Province events of the Fraternity.

The Fraternity vigorously monitors those selling products bearing the Fraternity's trademarks. A failure to abide by the terms of the license and rules implemented by the Fraternity may result in termination of the vendor's license and the forfeiture of all fees paid to the Fraternity. Moreover, violators of the License Agreement may be sued in federal court for trademark infringement and/or unfair competition.

*I have read and agree to the above.*

Signature: \_\_\_\_\_



# VENDOR RULES AND GUIDELINES

## **KEEP A COPY OF THIS PAGE FOR YOUR RECORDS**

The following guidelines **MUST** be adhered to by all vendors. Any vendor found in violation of any of the following will be immediately escorted off the premises by security during any Kappa sponsored events. In addition, their license will be **REVOKED** with **NO** refund issued.

### OFFICIAL FRATERNITY COLORS

The official colors of the Fraternity are crimson and cream. These colors shall be strictly adhered to.

The Hex Color number for *crimson* is **#7D110C**. When using this number at the HEX Color Space Internet site, it generated –

- ❖ RGB Color Space equivalent number: 125, 17, 12
- ❖ CMYK Color Space equivalent number: 0 (cyan), 86 (magenta), 90 (yellow), 51 (black)

The Hex Color number for *cream* is **E1D8B7**; when using this number at the HEX Color Space Internet site, it generated –

- ❖ RGB Color Space equivalent number: 225, 216, 183
- ❖ CMYK Color Space equivalent number: 0 (cyan), 4 (magenta), 19 (yellow), 12 (black)

### THE LICENSED TRADEMARKS OF KAPPA ALPHA PSI ®

**Kappa Alpha Psi ®**

**KAΨ ®**

**KAPPA ®**

**NUPE ®**



**The “Yo” ®**

**Ψ ®**

### **The Coat of Arms**

Licensed trademarks can generally be used on the following merchandise: Tee shirts, hoodies, polo shirts, long sleeve shirts, bow ties, ties, ball caps, book bags, duffel bags, flash drives, key chains, license plate holders, mugs, floor mats, water bottles.

**SPECIAL NOTE:** IT IS EXPRESSLY UNDERSTOOD AND AGREED BY VENDOR THAT KAPPA ALPHA PSI® FRATERNITY, INC., ITS MANAGERS, OFFICERS, MEMBERS, SPONSORS, EMPLOYEES, OR AGENTS, SHALL NOT BE LIABLE FOR LOSS, THEFT OR DAMAGE TO THE GOODS OR PROPERTIES OF VENDORS

### TRADEMARK USAGE

The following are **prohibited uses of the trademarks of Kappa Alpha Psi®**. Any intellectual property violations of the following will result in the termination of your license with no refund.



**No Camouflage**



**No Graphic Prints**



**No Black**



**No Gold**



**No Silver/ Gray**



**No Green**



**AS A LICENSED VENDOR, YOU CANNOT:**

1. Per the Constitution and Statues of Kappa Alpha Psi® Fraternity, Inc., the badge of the Fraternity, i.e., the “Kappa Diamond,” shall not be used on any articles of clothing, stationary, jewelry, or any other paraphernalia.
2. Produce or sell undergarments of any kind bearing any LICENSED TRADEMARK.
3. Produce or sell items bearing any LICENSED TRADEMARK and the names or trademarks of any third party (e.g. Playboy Bunny Logo, etc.)
4. Produce or sell any items bearing any LICENSED TRADEMARK that have been reproduced illegally
5. Produce or sell “paddles” or any other paraphernalia of any kind bearing any LICENSED TRADEMARK that is, or can be, associated with hazing.
6. Produce or sell alcohol/ containing wine beverages or tobacco products bearing any LICENSED TRADEMARK.
7. Produce of sell items bearing any LICENSED TRADEMARK and the words “SCROLLER,” “KAPPA KITTEN”, “KAPPA DIAMOND” or “KRIMSON KOURTS INC (aka “KKI”).
8. Produce of sell items which obstructs/ defaces the Coat of Arms of Kappa Alpha Psi® Fraternity, Inc. in any manner.

I have read and agree to the above.

Signature: \_\_\_\_\_



## **IMPORTANT NOTICE**

Kappa Alpha Psi® has established a protocol committee nationwide to ensure that all Kappa Alpha Psi® trademarks are properly licensed and used. Any violations will be reported to the International Headquarters and your Authorized Vendor License may be in jeopardy of being revoked and your failure will be reported to the other Divine 9 organizations.

**You must provide a catalog to the International Headquarters of Kappa Alpha Psi® Fraternity containing color images of all merchandise that you sell or distribute or plan to sell or distribute that bear the licensed Kappa Alpha Psi® trademarks. This catalog must be submitted along with your completed vendor application. Failure to provide the International Headquarters with this catalog will result in your application being denied.**

Moreover, a separate vendor license will be required to sell any merchandise, i.e., tee shirts, ball caps, ties, bow ties, lanyards, dog tags, sweaters, and polo shirts, with the registered trademarks of:

- ❖ KL (Four panel lapel pin)
- ❖ Guide Right Logo
- ❖ Kappa League Logo



**VENDOR APPLICATION**

**KAPPA ALPHA PSI® FRATERNITY, INC.**

New Vendor (1st Time)

Existing Vendor Renewal

\*Please Note: Your company name and contact information will be posted publicly on our national website [kappaalphapsi1911.com](http://kappaalphapsi1911.com) under the Vendors section.

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

Primary Contact Person: \_\_\_\_\_

Secondary Contact Person: \_\_\_\_\_

Signature: \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

If member of Kappa, provide your membership ID number: \_\_\_\_\_

**\*\*IMPORTANT NOTICE\*\*** You must provide a catalog of color images of ALL merchandise that you sell or distribute or plan to sell or distribute that bear the licensed Kappa Alpha Psi® trademarks along with this completed application. Failure to provide the catalog with your application will result in your application being denied.



Please list the Distributors and/or Manufacturers if any who you regularly receive your products. If none leave blank.

**DISTRIBUTORS** – Locations in which your products are sold or displayed.

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

**MANUFACTURERS** – Companies that produce your inventory, or from which your company regularly purchases inventory in bulk to sell.

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_



Does your company plan to attend Province/Regional Events?     YES             NO

Your company     does     does not plan to attend the bi-annual Grand Chapter meetings.

Provinces/Regions your company generally services:

- Northern             Eastern             Southern             Western
- North Central     East Central     South Central     Southwestern
- Southeastern     Middle Eastern     Northeastern     Middle Western

**PLEASE MAIL/EMAIL YOUR APPLICATION TO:**

**Kappa Alpha Psi® Fraternity, Inc.  
International Headquarters  
2322-24 North Broad Street  
Philadelphia, PA 19132**

**Attn: Robert Peterson III,  
Senior Administrative Coordinator/  
Executive Assistant to the Executive Director**

**(Preferred) Email: [rpeterson@kappaalphapsi1911.com](mailto:rpeterson@kappaalphapsi1911.com)**



**VENDOR APPLICATION**

**PAYMENT:**

- Cash
- Credit/Debit Card
- Check
- Money Order

**SELECT LICENSE TYPE:**

- \$850.00 – KAPPA ALPHA PSI® MEMBER IN GOOD STANDING
- \$1,000.00 – ALL OTHER VENDORS (Non-member/ Member not in good standing)
- \$5,000.00 – MANUFACTURERS
- \$3,000.00 – FOUNDERS CLUB  
(For the use of Kappa Alpha Psi’s Founders names, images, or likeness.)

\*A 4% 3rd party processor surcharge/tax will apply to all card payments.

- Master Card
- American Express
- Visa
- Discover

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Check/Money Order Number: \_\_\_\_\_ Total Submitted: \_\_\_\_\_

Date: \_\_\_\_\_

**FOR OFFICIAL USE**

Application approved

Application not approved:

\_\_\_\_\_  
\_\_\_\_\_

Application Accepted by: Kappa Alpha Psi® Fraternity, Inc.

\_\_\_\_\_ Date Approved: \_\_\_\_\_

John F. Burrell, Executive Director  
Robert Peterson III, Senior Administrative Coordinator  
Executive Assistant to the Executive Director

**License Number:**

