



Sigma Chi Fraternity International Headquarters

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JUDGE TAKES FIRST STEP TO UPHOLD SIGMA CHI'S TRADEMARK RIGHTS

In the Southern District of Florida, U.S. District Court Judge James Lawrence King denied a motion to dismiss a trademark infringement lawsuit between the Sigma Chi Fraternity and the Taylor Corporation, d.b.a. Greek Lifestyles.

Sigma Chi filed a suit against Taylor after it was discovered to be marketing and selling, without authorization, merchandise bearing Sigma Chi's registered marks. Defendant Taylor Corporation filed for dismissal based on the assertion that Sigma Chi is bound by a 1969 consent decree permanently enjoining Sigma Chi from bringing forward an action against it for trademark infringement.

In his analysis, Judge King states, "defendant Taylor Corporation misreads the consent decree in Phi Delta Theta Fraternity v. J.A. Buchroeder., Case no. 684 (W.D. Mo. 1969). In the two-page consent decree, the court explicitly provides that it applies only to the parties involved in that particular litigation." King further states, "it is clear that, by its very terms, the 1969 consent decree does not prevent Plaintiffs (Sigma Chi) from bringing this action against Defendant (Taylor)."

The Sigma Chi Fraternity continues to aggressively enforce its trademark rights to ensure that only the highest quality of products and services contain its marks. Through a comprehensive licensing program, Sigma Chi offers a diversity of quality products at reasonable prices, with exceptional service to its more than 200,000 members, their families and friends.

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