

# Greeks consider registering names, crests as trademarks

By Andrew Cline  
Staff Writer

At least 22 major national fraternities and sororities are pushing to have their letters and emblems registered as trademarks, a move which would entitle the Greek organizations to merchandising fees and would help prevent organizational symbols from being used in a negative manner.

By registering organizational names and crests with the U.S. Trademark Association, fraternity and sorority members hope to ensure that their logos will not be presented in an unbecoming fashion, said Phil Arnold, national chairman of the marketing and sales task force for Kappa Alpha Psi fraternity.

"We should control the integrity of our fraternity," Arnold said. "I know some students wear their Greek letters

on the bottoms of their pants, and I don't think that's appropriate."

But many manufacturers say the licensing of Greek letters could cut into their business and help push up prices.

Ron Hines, vice president of marketing for Campus Connection, a Texas company, said that his business would not be able to afford the costs involved with producing large amounts of licensed materials. Campus Connection produces sweatshirts, T-shirts and other merchandise for Greek organizations across the country.

"The licensing requirement would be the straw that broke the camel's back," Hines said. "The magnitude of keeping up with royalties is mind-boggling. It takes two employees ... all day to keep up with royalties."

The licensing of Greek symbols would translate into higher prices on

items marked with Greek names and symbols, Hines said.

With the added cost of royalty fees, salaries of extra employees and money for additional processing materials, manufacturers might have to raise their prices by as much as 50 percent, he said.

But Patrick Battle, vice president of marketing for Greek Properties Inc., a licensing firm, said students would benefit from the move to make Greek names and symbols trademarks.

Although consumers could see an initial price increase caused by manufacturers attempting to compensate for royalty fees, officially licensed Greek products will be more appealing to retailers and will create a larger market, Battle said. As the market expands, prices eventually will go down and Greek merchandise will become easier to find, he said.

"I think the consumer will be the biggest beneficiary," Battle said. "As the market expands, as the licensing program gains continuity, that drives prices down."

Battle said the licensing of Greek fraternity and sorority names was comparable to the trademarking of college logos.

Before universities began licensing their crests and emblems, clothes designed with college logos were available only on university campuses.

Thanks to trademarking, official college products now are available all across the country and are popular among members of all age groups, Battle said.

## Recession

"Private schools have a great deal more flexibility during hard economic times," Templeton said. "Applicants with post-doctorate experience have salary demands which are much higher than what we can offer an associate professor."

Tom Hazen, chairman of the law school faculty hiring committee, said the school recently lost an important candidate.

"We were unsuccessful in hiring the

candidate that we wanted because the salaries that we offer are just not competitive," he said.

Templeton agreed that non-competitive wages had hindered the hiring process. "We certainly have a great deal of difficulty in offering competitive salaries to potential candidates," he said.

Hazen blames state budget cuts for the lack of raises in offered wages.

"The whole process is cyclical," Hazen said. "We have had two dismal

from page 1

years in terms of state salary raises, and this time the wage gap is significant."

The recession and ensuing budget cuts have prevented the school from filling its current faculty needs, he said.

"As you know, we had to give back a portion of our budgets last year," he said. "We reduced the number of positions, and this has hurt our curriculum."

But the present hiring difficulties in the School of Law are the result of a combination of factors, Hazen said.

"I would blame our problems on a reduction in the number of positions the hiring freeze, which made it impossible to fill positions, and a serious competitive disadvantage in salaries."

Donald Steadman, School of Education dean, said the school lost six positions as a result of budget cuts. The reduction adversely affects the rest of the staff, he said.

"Because we lost so many positions last year, the school adopted a special policy whereby faculty have accepted an increased minimum class load."

Arthur Marks, art department chairman, also blames the recession and the budget cuts for short staff. "Positions remain vacant and cannot even be filled by part-time workers."

## Faculty

smaller.

The chemistry department has one black faculty member and fewer than 10 black graduate students, he said. But in 1989, the total number of black graduate chemistry students in the country was 20, he said.

"That's why we feel fortunate to have at least some minority representation."

Burnele Powell, law school associate dean of academic affairs, said recruiters made a special effort to find minority candidates.

But the search for minority law professors is very limited because there are not many prospective minority law professors. Few students go to law school to become professors, he said. Prospective minority applicants are recruited heavily by other schools and take the best offer, Powell said.

"We've not had the kind of success we want," he said.

Powell is one of two black faculty members in the law school.

"I've been here since 1979," he said. "And the other (black faculty member) has been here longer than I."

The law school is exploring new ways to recruit new faculty members, Powell said. Recruiters contact firms regionally and nationally to attract lawyers interested in teaching. They also adver-

tise any vacancies and contact alumni hoping to find qualified applicants.

Richard Soloway, history department chairman, said department officials try to locate minority applicants by working closely with the Affirmative Action Office and advertising openings in journals, newsletters and other publications.

The history department makes a strong effort to attract minority graduate students to develop a pool of students that can later be hired into faculty positions, Soloway said.

"We make a very concerted effort to attract minority applicants, but like most departments, it's tough," he said. "It varies from field to field."

More black candidates apply to disciplines such as American history of the South than medieval European history, he said.

The history department hired three minority candidates in the last two years, he said. One was in American history of the South, another in recent American history and Afro-American history, and a third in Latin American history.

Many qualified candidates apply for openings in which few opportunities exist, he said. Many are talented and deserve a position, but the University cannot hire them because vacancies aren't available, he said.

## Campus Calendar

THURSDAY

10 a.m. Employment Symposium sponsored by the School of Public Health and the Department of Health Behavior/Health Education will be held until 4 p.m. in Rosenav Hall.

3 p.m. UNC Exchange will give an information session for programs in Nijmegen, the Netherlands, in the lower level of Caldwell.

3:30 p.m. UCPSS will sponsor a seminar for freshmen, sophomores and juniors about career planning and internships in 210 Hanes.

4 p.m. Juniors in Arts and Sciences interested in graduate school should attend the Junior Forum in Gerrard Hall.

5 p.m. UCPSS will sponsor a presentation by University Directories in 306 Hanes.

5:30 p.m. Carolina AIDS Resources Ensemble will meet in the South Gallery of the Union. Details: Cynthia 933-2976.

5:45 p.m. Baptist Student Union welcomes Ben Vogler to talk about spiritual uplifting in the Battle House.

6 p.m. "Brothers" discussion group for and about African-American male students will meet in the first-floor lounge of Hinton James.

American Chemical Society Student Affiliates welcomes Victoria Fabry to give an introduction to the GRE in 223 Venable.

7 p.m. Tsongas For President will have a Chapel Hill chapter organizational meeting in 226 Union. Information: 933-8270 (evenings).

Student Peace Initiative will meet in 101 Bingham. UNC Outing Club will meet in 205-206 Union to elect new officers.

8:30 p.m. The Loreleis, Tracy Drach and Mindy Dawn Friedman will perform at a benefit for the Orange County Rape Crisis Center at the Omni Europa.

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