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BY FIRST CLASS U.S. MAIL & E-Mail

Re: Publication of 1976 RITUAL of ALPHA PHI ALPHA FRATERNITY, Inc.[®]

Gentlemen:

I am the General Counsel for Alpha Phi Alpha Fraternity, Inc.[®], a Washington, D.C. corporation with its principal place of business in Baltimore, Maryland. Please direct all future communications regarding this matter to me.

Alpha Phi Alpha Fraternity, Inc. is the oldest African-American Greek Letter Organizations. It was founded in 1906. The Founding Jewels of Alpha Phi Alpha Fraternity, Inc. [hereinafter the Fraternity] were not ordinary achievers. Given racial attitudes in 1906, their accomplishments were monumental. As one of its founders Henry Arthur Callis euphemistically stated: “because the half-dozen African American students at Cornell University during the school year 1904-05 did not return to campus the following year, the incoming students in 1905-06, in founding Alpha Phi Alpha, were determined to bind themselves together to ensure that each would survive in the racially hostile environment.”

Indeed, the Fraternity, in coming together with this simple act of binding, preceded by decades the emergence of such on-campus programs as Affirmative Action and Upward Bound. The Founders of Alpha Phi Alpha established outstanding examples of Scholarship, Leadership and Tenacity —preceding the efforts even of the NAACP and similar civil rights organizations. Its membership roster, which has numbered over 300,000 since its founding, includes prominent public figures such as:

Martin Luther King, Jr. (Deceased)	Hon. Thurgood Marshall (Deceased)	Hon. Bobby Scott
Hon. Andrew Young	Paul Robeson (Deceased)	Hon. Edward Brook John
Hope Franklin (Deceased)	Hill Harper	Hon. Al Greene
Hon. Maynard Jackson (Deceased)	Duke Ellington (Deceased)	Lionel Richie

The Fraternity has managed throughout its history to cultivate a tradition of excellence in academics and public service. It has established a legacy of good citizenship and has not failed to protect its recognized brands and marks.

Not surprisingly, many institutions and individuals have, through various devices, sought to capitalize on the Fraternity’s rich traditions by marketing themselves to its members. Some of the marketing initiatives have been legitimate because proper trademark and usage licenses have been granted through proper channels. Other marketing initiatives have been offensive and deceptive. Alpha Phi Alpha Fraternity has never relinquished its marks to piracy. All such uses often impair the Fraternity’s commercial and civic goodwill in every community.

You and your organization have permitted your members and affiliates to utilize and infringe on the Fraternity’s registered marks in connection with your “Stomp at the Park” Step Show. You have made use of



our mark without license or permission. You have managed to gain access to our sacred ritual¹ and made commercial use and publication of these items. Your use of our several marks and sacred ritual dilutes our brand and damages our commercial good standing. You have infringed on our third-party partnership rights.

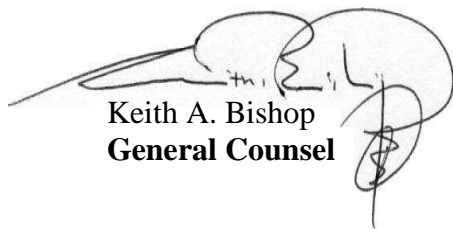
“CEASE and DESIST” from using and infringing on our marks immediately! Failure to do so might indicate a depraved indifference to our rights and may cause us to take further action.

Please take Notice of the following Registered Marks and confirm your actions with me:

1. Remove the Fraternity’s Marks from your http://wikileaks.org/wiki/Category:United_States webpage immediately, particularly the official Chapter document located at <http://88.80.16.63/leak/ritual-of-alpha-phi-alpha.pdf> .
2. Provide us with a statement of all publications in which you have used our Marks.
3. Remove from your Web pages, and provide us with a sample of, all your publications, electronic or paper media, which contains the Fraternity’s marks, including:
 - a) Alpha Phi Alpha® (in English or Greek),
 - b) Alpha Phi Alpha Fraternity, Inc.®
 - c) Alpha Phi Alpha’s Fraternal Design and Fraternity Shield.
 - d) All other registered marks and symbols of Alpha Phi Alpha Fraternity, Inc.
4. Provide with proof that you have ceased and desisted from further infringing and pirating our intellectual property.

The information contained in this notification is accurate and is provided under penalty of perjury. I am, as General Counsel for Alpha Phi Alpha Fraternity, Inc., authorized to act on behalf of the Fraternity as owner of the exclusive rights that I have described as being infringed. After you have contacted us with confirmation of the stated actions, we will let you know the cost of your infringement to us. You must contact us on or before September 10th 2009 in order to avoid monetary liability under the DMCA. If you fail to comply with our demands, we will take further actions against you. We hope you will cooperate with us in resolving this dispute promptly. Time is of the essence. If you have counsel, please provide a copy of this communication to your counsel and ask him to contact us immediately.

With Best Regards,



Keith A. Bishop
General Counsel

Enclosure

Cc: William Douglas Lyle, Executive Director
Herman Mason, Jr., President

¹ [The secret Ritual of Alpha Phi Alpha, 1976](#)