

TRADEMARK

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"We want everyone to be a part of the class of 2000," Soergel said.

Mike Lemonds, Texas A&M Class of 2000 president and a freshman political science major, said the company's main motivation is making money.

"[They are saying,] 'We want everyone to pay us for the Class of 2000,'" Lemonds said. "It's that simple."

Buffy Robinson, licensing director at Brazos Sportswear, said they will have to pay Class of 2000 Inc. to sell products with "Class of 2000" on it in retail stores.

"If our customers want it, then we'll get the license," Robinson said.

Some schools around the country are planning on contending the trademark, she said.

Sanders Letbetter, the director of collegiate licensing at A&M, said his office will have to warn apparel companies of a possible infringement of the trademark.

"If we know someone claims the 'Class of 2000' trademark, then we'll have to tell them they will

need the approval of Class of 2000 Inc. [to use it]," he said.

Lemonds said the trademark will not affect the A&M Class Council because they only sell products on a campus level. However, Lemonds disagrees with the morality of the trademark.

"I think it's morally wrong," Lemonds said. "It seems like they're cornering the market."

Letbetter said "Class of 2000" is a hot mark and is useful only for a few years. He said the dilemma is in where to draw the line between a phrase that is not copyrightable and one that is a brand name.

"Hundreds of lawyers are making big bucks out of this," he said.

Letbetter said there are ways around the trademark so that companies can sell class apparel.

"A creative student with a creative artist could come up with a way to achieve what they want to say without infringing (on the trademark)," Letbetter said.

Soergel said Class of 2000 Inc. will make high-quality products and a percentage of their profits will go to charity.

"We think students are going to love our stuff," he said.



Rony Angkriwan, THE BATTALION

Shades of Spring | Rita Paschall waters the flower bed in front of the Academic Building Tuesday morning.

SEMINAR

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Ramsey said this activity showed how people fail to see the importance in individual parts of a larger concept.

"When you get confused and do not understand you slow down and make the picture bigger," she said.

Ramsey said today's society has

become more tolerant of other cultures and people want change.

"Right now, I see a window of opportunity but I do not know how long it will be around," she said. "So we need to jump through it before it leaves."

Jones said the seminar was successful and is looking to host more in the future.

"We started with a stiff professional look and ended with laughter and smiles," he said.

FIRE DETECTORS

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David White, publisher of Industrial Fireworld magazine and a former firefighter, said around 30 years ago consumers did not purchase fire detectors because they were expensive. More homes became equipped with detectors as the National Fire Protection Association set standards where

cheaper detectors, such as the ionization chamber, could meet the listed requirements.

"It was the most cost effective one that met the criteria and worked," White said.

The type of smoke detector people own is more of an economic issue, which accounts for the larger number of installations of ionization chambers in homes, he said.

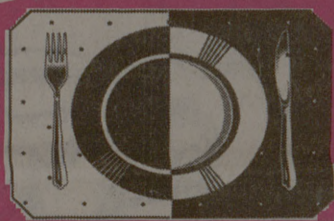
"The problem is not how quickly the detector goes off," White said. "America is a society of low-

cost budget purchasers."

Ruesink said that when consumers purchase a smoke detector, it should be listed as a fire tested detector and be labeled by Underwriters Laboratories. If it has the label attached, the detector should work 99 percent of the time.

"If you have smoke detectors in every room, and teach the children and the parents to sleep with their doors closed, you should be safe," Ruesink said.

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