

Trademark and Copyright Guidelines Policy

Page 1 of 4

The purpose of this policy is to outline the use of trademark and copyright materials owned by the IBSC, the BCCTPC, and any future associated groups.

The BCCTPC is a subsidiary of the IBSC as outlined in the **BCCTPC – IBSC Clarification Explanation Policy**.

These guidelines include all IBSC and all BCCTPC licensees, authorized programs, educators, professional associations, customers, and other parties wishing to use IBSC and or BCCTPC trademarks, service marks or images in promotional, advertising, instructional, or reference materials, or on their web sites, products, labels, or packaging. Use of IBSC and or the BCCTPC trademarks are prohibited, unless expressly authorized by the Board of Directors.

IBSC and or BCCTPC's trademarks, service marks, trade names, and trade dress are valuable assets. In following these guidelines, you help us protect our valuable trademark rights and strengthen the IBSC, BCCTPC, FP-C, CCP-C, TP-C, TR-C, CP-C, MSTP-C, and any future identities. By using a IBSC and or BCCTPC trademark, in whole or in part, you are acknowledging the IBSC and or BCCTPC is the sole owner of the trademark and promise that you will not interfere with IBSC and or BCCTPC rights in the trademark; including challenging IBSC and or BCCTPC use of, registration of, or application to register such trademark, alone or in combination with other words, anywhere in the world, and that you will not harm, misuse, or bring into disrepute any IBSC and or BCCTPC trademark. The goodwill derived from using any part of an IBSC and or BCCTPC trademark exclusively inures the benefit of and belongs to IBSC and or BCCTPC. Except for the limited right to use as expressly permitted under these Guidelines, no other rights of any kind are granted hereunder, by implication or otherwise. If you have any questions regarding these guidelines, please contact the IBSC directly or send an e-mail to the IBSC at help@BCCTPC.org

Authorized Use of IBSC/BCCTPC Trademarks

1. Advertising, Promotional, and Sales Materials: Only IBSC and or BCCTPC and its authorized vendors and licensees may use the IBSC and or BCCTPC Logo in advertising, promotional, and sales materials.
2. Publications, Seminars, and Conferences: You may use an IBSC and or BCCTPC word mark in connection with book titles, magazines, periodicals, seminars, or conferences provided you comply with the following requirements:
 - a. The use is referential and less prominent than the rest of the title. Acceptable: XYZ CONFERENCE for FP-C/CCP-C exam preparation.
 - b. The use reflects favorably on both IBSC and or BCCTPC and any products or works.
 - c. Your name and logo appear more prominent than the IBSC and or BCCTPC word mark on all printed materials related to the publication, seminar or conference.

Trademark and Copyright Guidelines Policy

Page 2 of 4

- a. The IBSC and or BCCTPC logo or any other IBSC and or BCCTPC-owned graphic symbol, logo, icon or image does not appear on or in the publication or on any materials related to the publication, seminar, or conference without express written permission from IBSC and or BCCTPC.
 - b. A disclaimer of sponsorship, affiliation, or endorsement by IBSC and or BCCTPC, similar to the following, is included on the publication and on all related printed materials: “(Title) is an independent (publication) and has not been authorized, sponsored, or otherwise approved by IBSC and or BCCTPC Inc (unless an authorized vendor or licensee).”
 - c. A trademark attribution notice is included in the credit section giving notice of IBSC and or BCCTPC ownership of its trademarks. Please refer to the section below titled “Proper Trademark Notice and Attribution.
3. Web Sites: Web sites that serve as electronic informational forums concerning a IBSC and or BCCTPC product or work may use the appropriate IBSC and or BCCTPC word mark, provided such use complies with the guidelines set forth in Section 2 above.

Unauthorized Use of IBSC/BCCTPC Trademarks

1. Company, Product, or Service Name: You may not use or register, in whole or in part, IBSC and or BCCTPC, FP-C, CCP-C, or any other IBSC and or BCCTPC owned trademark, including IBSC and or BCCTPC-owned graphic symbols, logos, icons, or an alteration thereof, as or as part of a company name, trade name, product name, or service name except as specifically noted in these guidelines.
2. IBSC and or BCCTPC Logo and IBSC and or BCCTPC-owned Graphic Symbols: You may not use the IBSC and or BCCTPC Logo or any other IBSC and or BCCTPC-owned graphic symbol, logo, or icon on or in connection with web sites, products, packaging, manuals, promotional/advertising materials, or for any other purpose except pursuant to an express written trademark license from IBSC and or BCCTPC.
3. Disparaging Manner: You may not use a IBSC and or BCCTPC trademark or any other IBSC and or BCCTPC-owned graphic symbol, logo, or icon in a disparaging manner.
4. Endorsement or Sponsorship: You may not use any IBSC and or BCCTPC, FP-C, CCP-C or any other IBSC and or BCCTPC trademark, including IBSC and or BCCTPC-owned graphic symbols/logos or icons, in a manner that would imply IBSC/BCCTPC’s affiliation with or endorsement, sponsorship, or support of a third-party product or service.

Trademark and Copyright Guidelines Policy

Page 3 of 4

5. Merchandise Items: You may not manufacture, sell or give-away merchandise items, such as T-shirts and mugs, bearing IBSC and or BCCTPC, FP-C, CCP-C or any other IBSC and or BCCTPC trademark, including symbols, logos, or icons, except pursuant to an express written trademark license from IBSC and or BCCTPC.
6. IBSC and or BCCTPC Trade Dress: You may not imitate the distinctive IBSC and or BCCTPC packaging, web site design, logos, or typefaces.
7. Slogans and Taglines: You may not use or imitate a IBSC and or BCCTPC slogan or tagline.
 - a. For example: “Knowledge, Experience, Excellence”
8. Domain Names: You may not use an identical or virtually identical IBSC and or BCCTPC trademark as a second level domain name.
 - b. Not acceptable: “fpc.com” “yournameIBSC.org” “FPCBCCTPC.com”

Rules for Proper Use of IBSC/BCCTPC Trademarks

1. Trademarks are adjectives used to modify nouns; the noun is the generic name of a product or service. As adjectives, trademarks may not be used in the plural or possessive form.
 - a. Correct: Pass the FP-C exam.
 - b. Incorrect: FP-C’s guaranteed.
2. An appropriate generic term must appear after the trademark the first time it appears in a printed piece, and as often as is reasonable after that. Suggested generic terms are provided in the IBSC and or BCCTPC Trademark List which is posted on the IBSC and or BCCTPC web site at: www.IBSC/BCCTPC.org/legal/trademark/IBSC/BCCTPCtmlist.html.
3. Always spell and capitalize IBSC and or BCCTPC’s trademarks exactly as they are shown in the IBSC and or BCCTPC Trademark List. Do not shorten or abbreviate IBSC and or BCCTPC product names. Do not make up names that contain IBSC and or BCCTPC trademarks.

Proper Trademark Notice and Attribution

1. Distribution Within the United States Only
 - a. On product, product documentation, or other product communications that will be distributed only in the United States, use the appropriate trademark symbol (TM, SM, ®) the first time the IBSC and or BCCTPC trademark appears in the text of the advertisement, brochure, or other material.

Trademark and Copyright Guidelines Policy

Page 4 of 4

- a. Refer to the IBSC and or BCCTPC Trademark List for the correct trademark symbol, spelling of the trademark, and generic term to use with the trademark. Generally, the symbol appears at the right shoulder of the trademark (except the IBSC and or BCCTPC Logo, where the logo appears at the right foot).
- b. Include an attribution of IBSC and or BCCTPC ownership of its trademarks within the credit notice section of your product, product documentation, or other product communication. Following is a correct format: FP-C and CCP-C are registered trademarks of IBSC and or BCCTPC.

2. Distribution Outside the United States:

- a. Do not use trademark symbols on products, product documentation, or other product communications that will be distributed outside the United States.
- b. Use one of the following international credit notices:
 - i. TP-C is a trademark of IBSC and or BCCTPC, registered in the U.S. and other countries.
 - ii. CP-C is a trademark of IBSC and or BCCTPC

Depictions of IBSC/BCCTPC Products

1. Endorsement or Sponsorship: IBSC and or BCCTPC does not support the use of its logos, company names, product names, or images of IBSC and or BCCTPC products by other parties in marketing, promotional or advertising materials as their use may create the perception that IBSC and or BCCTPC endorses or sponsors the product, service or promotion.

For further information with respect to IBSC and or BCCTPC copyrights, send an email to help@BCCTPC.org or fax a request to IBSC and or BCCTPC Rights & Permissions 678-261-1895.

Please address all questions and concerns regarding this policy to the Chairman and or the Chief Operating Officer.