

INTERNAL ORGANIZATIONAL POLICY

SUBJECT: NBCC® TRADE MARK USE POLICY
POLICY NUMBER:
DATE: 12/22/2010
APPLIES TO: ALL NBCC STAFF


I. POLICY PURPOSE.







This Policy establishes the rules and requirements for use of all National Board for Certified Counselors®, Inc. (NBCC®) trademarks, including trademarks and service marks.

II. NBCC CORPORATE TRADEMARKS.

A. Mark Ownership.

The following organizational trademarks (NBCC Trademarks) are owned and controlled by the National Board for Certified Counselors, Inc. (NBCC):

National Board for Certified Counselors®	NBCC®	 ™
 ®		NBCC International™
NBCC-ITM		NBCC Foundation™
 ®	NBCC MHF Mental Health Facilitator Program™	NCE®

National Counselor Examination™	NCSCE™	National Certified School Counselor Examination™
NCMHCE®	National Certified Mental Health Counselor Examination™	counselor find 
	 ™ <i>The Professional Counselor: Research and Practice</i>	 NATIONAL CERTIFIED COUNSELOR COUNSELOR EDUCATOR™
		EMAC™
ECCP™		

NBCC retains the sole and exclusive rights to use the NBCC Trademarks. NBCC may create and use additional marks, as it deems appropriate.

B. Prohibited Use of NBCC Trademarks.

Individuals, businesses, and other organizations, including NBCC certificants, are not permitted to use the NBCC Trademarks. In certain circumstances, NBCC may permit another organization to use a specific NBCC Trademark, subject to an NBCC-approved license agreement. Permission by the Board of Directors to use an NBCC Certification Mark, identified in the NBCC Certification Mark Use Policy, does not include authorization to use the NBCC Trademarks.

C. Policy Violations and Related Matters.

NBCC reserves, and may use, any and all remedies available under applicable laws and corporate policies to protect the NBCC Trademarks. Infringement or other misuse of any NBCC Trademarks will be challenged.

Following the receipt of information that an unauthorized use of an NBCC Trademark may have occurred, NBCC will determine if responsive action(s) will be taken in accordance with this Policy and applicable Federal and State laws.

APPROVED BY PRESIDENT AND CEO
12/22/10