



Certification Mark Use Policy

April 6, 2023

I. Policy Purpose.

The National Board for Certified Counselors, Inc. (NBCC) certification marks and credentials (NBCC Certification Marks) certify that authorized individuals performing counseling services have satisfied applicable credentialing requirements established by NBCC. NBCC Certification Marks represent a standard of excellence in the field of professional counseling.

This Policy has been developed to assist NBCC certificants in understanding the rules and requirements for use of the NBCC Certification Marks, including proper use of the marks in professional and business materials. All NBCC authorized individuals should review this Policy carefully to ensure that all uses of the appropriate certification mark(s) conform to the Policy requirements.

II. NBCC Certification Marks.

A. Mark Ownership.

The following Certification Marks are owned and/or controlled by NBCC:

NCC®	National Certified Counselor™	
NCSC™	National Certified School Counselor™	
NCCC™	National Certified Career Counselor™	
NGC™	National Certified Gerontological Counselor™	
CCMHC®	Certified Clinical Mental Health Counselor™	
MAC®	Master Addictions Counselor™	

NBCC retains the sole and exclusive rights to use the NBCC Certification Marks. NBCC may create and use additional certification marks as it deems appropriate.

B. Authorized Use of NBCC Certification Marks.

The NBCC Board of Directors grants limited permission to use specific NBCC Certification Marks to qualified professional counselors who have satisfied all applicable NBCC credentialing requirements. Consistent with applicable law and corporate policies, NBCC will ensure that the Certification Marks are displayed and otherwise used properly, as such use represents NBCC certification to the public.

C. Prohibited Use of NBCC Trademarks.

Permission to use an NBCC Certification Mark does not include authorization to use any NBCC Trademarks, which are identified in the [NBCC Trademark Use Policy](#).

D. Persons Authorized to Use the Certification Marks/Credential Holder Responsibilities.

Use of the Certification Marks is limited strictly to those individuals who are NBCC credential holders in good standing. Each NBCC credential holder is authorized to use only the Certification Mark(s) which represents the appropriate certification and credential granted to them by NBCC. Each NBCC credential holder accepts and assumes sole responsibility for understanding and satisfying all applicable organizational and legal requirements related to the use and/or display of the Certification Marks.

Among other requirements, each credential holder is responsible for ensuring that the use of any Certification Mark in professional and business-related materials (e.g., business cards, stationery and/or letterhead, email signatures, advertisements, brochures, internet websites, or signs) is consistent with this Policy and is not in conflict with applicable laws. NBCC assumes no responsibility concerning the interpretation or application of such legal requirements. NBCC will not be liable or otherwise responsible for any claims, complaints, suits, or damages whatsoever relating to a credential holder's use of the Certification Marks.

E. Non-Assignability and Non-Transferability of the Certification Marks.

Permission to use the appropriate NBCC Certification Mark(s) is limited to the NBCC credential holder and shall not be transferred or assigned to, or otherwise used by, any other individual, organization, business, or entity.

F. Appearance and Proper Use of the Certification Marks.

Each NBCC credential holder may use the appropriate NBCC Certification Mark in professional and business-related materials, consistent with the following rules:

➤ **Proper Use.** Each individual NBCC credential holder must use the appropriate Certification Mark only in conjunction with their name. Additionally, a Certification Mark must always be used in its entirety and appear with the appropriate subscript/superscript “®” or “™” trademark symbol.

With respect to other affiliation marks and/or logos, the NBCC Certification Mark may be located near these other marks or logos but must remain separate and distinct so as to avoid confusion concerning

the source of the certification, and to avoid the appearance that other marks, certifications, credentials, designations, or organizations are associated with, or endorsed by, NBCC.

G. Non-Interference With Use of the Marks by Other Credential Holders.

An NBCC credential holder may not prohibit, restrict, or otherwise limit the authorized and appropriate use of an NBCC Certification Mark by another credential holder.

H. Violation Reporting Responsibilities.

An NBCC credential holder has the responsibility to report the unauthorized use, misuse, or other violation of this Policy to NBCC, including any circumstances where the use of an NBCC Certification Mark is related to an individual that is not an NBCC credential holder or where the Certification Mark is used improperly by an NBCC credential holder.

I. 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 Certification Marks. Infringement or other misuse of any NBCC Certification Mark will be challenged. NBCC credential holders are required to cooperate fully in the review and resolution of such matters.

Following receipt of information that an inappropriate or unauthorized use of a Certification Mark may have occurred, NBCC will determine if responsive action(s) will be taken in accordance with this Policy and applicable laws.

J. Disciplinary Actions Related to Mark Misuse by a Credential Holder or Applicant.

Following notice and a fair opportunity to respond, an NBCC credential holder or applicant who acts contrary to the terms of this Policy or applicable law may be sanctioned under applicable NBCC policies.

The NBCC President and Chief Executive Officer, or their designee, may refer cases of certification mark misuse, infringement, or other similar matters to appropriate agencies and other organizations, or may initiate appropriate legal action.

In addition, cases of mark misuse, infringement, or other similar matters may be referred to the Ethics Committee for review under the [NBCC Ethics Case Procedures](#).

K. Policy Violation Actions Concerning Third Parties.

Following receipt of information that an inappropriate or unauthorized use of an NBCC Certification Mark(s) by a third-party individual, organization, or company may have occurred, NBCC will determine if responsive action(s) will be taken consistent with NBCC policies and applicable laws.