

NATIONAL BOARD FOR CERTIFIED COUNSELORS® , INC. (NBCC®)

**NBCC APPROVED CONTINUING EDUCATION PROVIDER™
MARK USE POLICY**

A. Policy Purpose.

NBCC Approved Continuing Education Provider (ACEP) trademarks (Approved Provider or ACEP Marks) represent that authorized providers of training programs offering education in the profession of mental health counseling have satisfied NBCC ACEP eligibility requirements, and have been granted ACEP status consistent with the NBCC *Continuing Education Provider Policy*.

This policy establishes the requirements for use of the ACEP Marks, including proper use of the marks by NBCC Approved Continuing Education Providers (Approved Providers or ACEPs) on informational and business materials. All ACEPs should review this policy carefully to ensure that all uses of the Approved Provider Marks conform to the policy requirements.

B. NBCC Approved Continuing Education Provider Marks.

1. Mark Ownership.

The following NBCC ACEP Marks are owned by NBCC:

	NBCC Approved Continuing Education Provider™
NBCC ACEP™	

NBCC retains all ownership rights concerning all NBCC trademarks, certifications and designations, including the NBCC ACEP Marks. NBCC may create and use additional marks and trademarks, as it deems appropriate.

2. Authorized Use of NBCC ACEP Marks.

NBCC grants limited permission to use the ACEP Marks to active NBCC Approved Providers. Consistent with applicable law and corporate policies, NBCC will ensure that the ACEP Marks are used properly.

3. Prohibited Use of NBCC Trademarks and Certification Marks.

Permission by NBCC to use the Approved Provider Marks does not include authorization to use any NBCC trademarks or certification marks, which are identified in the NBCC Trademark Use Policy, located at www.nbcc.org/Assets/Policies/NBCCTrademarkUsePolicy.pdf, and the NBCC Certification Mark Use Policy, located at [www.nbcc.org/Assets/ServiceCenter/NBCC Certification Mark Policy.pdf](http://www.nbcc.org/Assets/ServiceCenter/NBCCCertificationMarkPolicy.pdf).

4. Organizations Authorized to Use NBCC ACEP Marks/ Approved Provider Responsibilities.

Use of the Approved Provider Marks is limited strictly to those providers that have been granted ACEP status consistent with the NBCC *Continuing Education Provider Policy* and are active ACEPs. Each ACEP assumes sole responsibility for satisfying all applicable NBCC and legal requirements related to the use of the ACEP Marks. Among other requirements, each ACEP is responsible for ensuring that the use of any Approved Provider Mark on business and other informational materials (e.g., advertisements, brochures, website, and 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.

An ACEP is prohibited from making any public representation related to NBCC approval status that brings NBCC into disrepute, that is materially false or that is otherwise contrary to the interests of NBCC, as determined by NBCC.

NBCC will not be liable for any claims, complaints, suits or damages whatsoever relating to an ACEP's use or display of an Approved Provider Mark.

5. Non-Assignability and Nontransferability of NBCC ACEP Marks.

Permission to use an NBCC ACEP Mark is limited to the NBCC Approved Continuing Education Provider and may not be transferred to, assigned to, or otherwise used by any other individual, business or organization.

6. Cosponsorship of ACEP Programs/ Approved Provider Responsibilities.

Each Approved Provider in a cosponsorship relationship that has been approved by NBCC is responsible for complying with all ACEP cosponsorship policy requirements, including Section J.7 of the NBCC *Continuing Education Provider Policy*. The Approved Provider is responsible for the content of all informational and advertising materials concerning each program being offered for NBCC credit, including the use of the ACEP Marks.


7. Proper Use and Appearance of NBCC Approved Provider Marks.

Each Approved Provider may use the NBCC ACEP Marks on business and informational materials, consistent with the following rules:

- a. Proper Use. With respect to all programs offered for NBCC continuing education credit, the ACEP must display the Approved Provider Marks on all print and electronic program advertising, marketing and information materials, and the main page of the ACEP Web site(s) related to such programs, except as otherwise authorized by NBCC. Such materials that include an ACEP Mark must also include the ACEP’s name and ACEP number.
- b. Proper Appearance. An ACEP Mark must always be used in its entirety and must always appear with the appropriate subscript/superscript “®” or “™” trademark symbol as shown in section 6.c of this policy.

The Approved Provider Marks may not be combined with any other marks, designations or logos related to other programs, individuals, businesses or organizations. The Approved Provider Marks, particularly the ACEP design mark and logo, cannot appear larger in size than any corporate trademarks of the Approved Provider. In addition, the ACEP Marks may be located near other marks or logos, but must remain separate and distinct so as to avoid confusion concerning the source of the approval granted by NBCC, and to avoid the appearance that other marks, designations, approvals or organizations are associated with or endorsed by NBCC.

- c. Examples of Proper Use and Appearance. Proper use and appearance of the Approved Provider Marks include the following examples.

<p>ABC Counselor Training, Inc.</p> <p><i>“Counseling Theories and Principles”</i></p>  <p>ACEP No. 1234</p>	<p>XYZ Counseling and Training Center</p> <p><i>“Crisis Intervention Techniques for Counselors”</i></p> <p>NBCC Approved Continuing Education Provider™ ACEP No. 5678</p>
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Questions concerning the proper use of ACEP Marks should be submitted to the NBCC director of certification services.

8. Violation Reporting Responsibilities.

An NBCC ACEP must report the unauthorized use, or misuse, of ACEP Marks or other violation of this policy to NBCC in a timely manner. This reporting responsibility includes any circumstances where the use of an Approved Provider Mark is related to an individual, business or organization that is not a current ACEP, or where an Approved Provider Mark is used improperly by an ACEP.

9. Policy Violations and Related Matters.

NBCC reserves the right to use all remedies available under applicable laws and corporate policies to protect the NBCC ACEP Marks. A violation of this policy, an infringement or other misuse of an NBCC Approved Provider Mark will be challenged. ACEPs are required to cooperate fully in the review and resolution of such matters.

Following receipt of information that an unauthorized or improper use of an Approved Provider Mark may have occurred, NBCC will determine if action(s) will be taken consistent with corporate policies and applicable laws.

10. Disciplinary Actions Related to Mark Misuse by an ACEP.

Following notice and an opportunity to respond, an NBCC Approved Continuing Education Provider acting contrary to the terms of this policy or applicable law may be sanctioned under applicable NBCC policies. NBCC has exclusive discretion to require that an ACEP revise or discontinue its use of the ACEP Marks, and to condition use of an ACEP Mark. If an ACEP fails to revise or discontinue its use of the ACEP Marks as directed by NBCC, or satisfy conditions issued by NBCC, NBCC retains the right to terminate ACEP status.

In the event that the ACEP's status is terminated by NBCC, the ACEP must discontinue use of the ACEP Marks upon receipt of such notice, and must remove all ACEP Marks from all print and electronic materials immediately, as directed by NBCC.

11. Application Actions Related to Mark Misuse by an Applicant for ACEP Status.

All mark misuse complaints and other matters concerning potential violations of this policy by an applicant seeking NBCC ACEP status will be reviewed and resolved by the NBCC director of certification services. If the NBCC director of certification services determines that an applicant has violated the terms of this policy, NBCC reserves the right to deny and reject the applicant's NBCC ACEP application or issue other appropriate corrective actions. An applicant may request an informal review of an adverse decision by submitting a written request for review to NBCC.

In its sole discretion, NBCC may refer cases of ACEP Mark misuse, infringement and other similar matters to appropriate government agencies and other organizations, and may initiate legal action.

12. Policy Violation Actions Concerning Third Parties.

Following the receipt of information indicating that an NBCC Approved Provider Mark may

have been used without authorization or permission by a third party individual, business or organization, NBCC will determine if action(s) will be taken consistent with NBCC policies and applicable laws.