

Board for Critical Care Transport Paramedic Certification

Trademark and Copyright Guidelines

These guidelines are for BCCTPC licensees, authorized programs, educators, professional associations, customers, and other parties wishing to use BCCTPC's trademarks, service marks or images in promotional, advertising, instructional, or reference materials, or on their web sites, products, labels, or packaging. Use of BCCTPC trademarks may be prohibited, unless expressly authorized.

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 FP-C and CCP-C identities. By using a BCCTPC trademark, in whole or in part, you are acknowledging that BCCTPC is the sole owner of the trademark and promising that you will not interfere with BCCTPC's rights in the trademark, including challenging BCCTPC's use, 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 BCCTPC trademark. The goodwill derived from using any part of an BCCTPC trademark exclusively inures to the benefit of and belongs to 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 BCCTPC directly or send an e-mail to the BCCTPC's at BCCTPCtm@bcctpc.org.

Authorized Use of BCCTPC Trademarks

1. Advertising, Promotional, and Sales Materials: Only BCCTPC and its authorized vendors and licensees may use the BCCTPC Logo in advertising, promotional, and sales materials.

2. Publications, Seminars, and Conferences: You may use an 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 BCCTPC and BCCTPC products or works.

- c. Your name and logo appear more prominent than the BCCTPC word mark on all printed materials related to the publication, seminar or conference.
- d. The BCCTPC logo or any other 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 BCCTPC.
- e. A disclaimer of sponsorship, affiliation, or endorsement by 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 BCCTPC Inc (unless an authorized vendor or licensee).”
- f. A trademark attribution notice is included in the credit section giving notice of BCCTPC’s ownership of its trademark(s). 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 BCCTPC product or work may use the appropriate BCCTPC word mark, provided such use complies with the guidelines set forth in Section 3 above.

Unauthorized Use of BCCTPC Trademarks

1. Company, Product, or Service Name: You may not use or register, in whole or in part, BCCTPC, FP-C, CCP-C, or any other BCCTPC trademark, including 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. BCCTPC Logo and BCCTPC-owned Graphic Symbols: You may not use the BCCTPC Logo or any other 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 BCCTPC.

3. Disparaging Manner: You may not use a BCCTPC trademark or any other BCCTPC-owned graphic symbol, logo, or icon in a disparaging manner.

4. Endorsement or Sponsorship: You may not use BCCTPC, FP-C, CCP-C or any other BCCTPC trademark, including BCCTPC-owned graphic symbols/logos, or icons, in a manner that would

imply BCCTPC's affiliation with or endorsement, sponsorship, or support of a third party product or service.

5. Merchandise Items: You may not manufacture, sell or give-away merchandise items, such as T-shirts and mugs, bearing BCCTPC, FP-C, CCP-C or any other BCCTPC trademark, including symbols, logos, or icons, except pursuant to an express written trademark license from BCCTPC.

6. BCCTPC's Trade Dress: You may not imitate the distinctive BCCTPC packaging, web site design, logos, or typefaces.

7. Slogans and Taglines: You may not use or imitate a BCCTPC slogan or tagline.

For example: "Knowledge, Experience, Excellence"

8. Domain Names: You may not use an identical or virtually identical BCCTPC trademark as a second level domain name.

Not acceptable: "fpc.com" "yournameBCCTPC.org" "FPCCCPCBCCTPC.com"

Rules for Proper Use of 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.

Correct: Pass the FP-C exam.

Not Correct: 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 BCCTPC Trademark List which is posted on the BCCTPC web site at:

www.BCCTPC.org/legal/trademark/BCCTPCtmlist.html.

3. Always spell and capitalize BCCTPC's trademarks exactly as they are shown in the BCCTPC Trademark List. Do not shorten or abbreviate BCCTPC product names. Do not make up names that contain 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 BCCTPC trademark appears in the text of the advertisement, brochure, or other material.
- b. Refer to the 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 BCCTPC Logo, where the logo appears at the right foot).
- c. Include an attribution of BCCTPC's ownership of its trademarks within the credit notice section of your product, product documentation, or other product communication.

Following are the correct formats:

_____ and _____ are registered trademarks of BCCTPC Inc.

_____ and _____ are trademarks of BCCTPC Inc.

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.

Use one of the following international credit notices:

- a. _____ is a trademark of BCCTPC Inc., registered in the U.S. and other countries.
- b. _____ is a trademark of BCCTPC Inc.

Depictions of BCCTPC Products

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

For further information with respect to BCCTPC's copyrights, send an email to BCCTPCtm@BCCTPC.org or fax to BCCTPC Rights & Permissions **678-261-1895**.

Updated April 27, 2009 by the BCCTPC - BCCTPCtm@BCCTPC.org