

## **POLICY 326: Trademarks for Advanced Practice Provider Programs**

### **Purpose**

The ACEN and ARC-PA supports the use of their trademarks and service marks, and the ACEN and ARC-PA name when used in an appropriate manner. The ACEN and ARC-PA adopted this policy to communicate the appropriate and permissible way its trademarks may be used. Doing so maintains the reputation of the ACEN and ARC-PA and protects its trademarks and service marks, and the ACEN and ARC-PA name.

### **ACEN and ARC-PA Trademarks and Service Marks**

The ACEN and ARC-PA require that all its trademarks and service marks, and the ACEN and ARC-PA names are always used properly. The ACEN and ARC-PA maintain a portfolio of trademarks and service marks, which take various forms and include but are not limited to trade dress, type style, letters, words, logos, designs, images, slogans, colors, product shapes, product packaging, sound, and the look, design, and overall commercial impression. The ACEN and ARC-PA trademarks and service marks that may be used by an entity are accessible through the following hyperlink: [HYPERLINK]. This list may be updated as other trademarks and service marks are created or registered. All other ACEN and ARC-PA trademarks and service marks not available at the aforementioned [HYPERLINK] may not be used by any entity other than the ACEN and ARC-PA.

The ACEN and ARC-PA acknowledges that the use of a trademark or service mark, or the ACEN and ARC-PA name may be necessary and encourages the appropriate use of an ACEN and ARC-PA trademark or service mark, or the ACEN and ARC-PA name. All use must be accurate and descriptive in nature and comply with this policy. Any use of an ACEN and ARC-PA trademark or service mark, or the ACEN and ARC-PA name must comply with the following:

- I. A reference to any ACEN and ARC-PA trademark or service mark, or the ACEN and ARC-PA name must be clearly identified, truthful, accurate, not misleading, and used for which the ACEN and ARC-PA trademark or service mark, or the ACEN and ARC-PA name was originally intended by the ACEN and ARC-PA.
2. The use of any ACEN and ARC-PA trademark or service mark, or the ACEN and ARC-PA name must maintain the integrity of the ACEN and ARC-PA trademark or service mark, or the ACEN and ARC-PA name
  - a. Any trademark or service mark, or the ACEN and ARC-PA name must be used as an adjective with a noun that properly and accurately identifies the ACEN and ARC-PA product, service, program, material, or technology to which a user is referencing. Never reference any trademark or service mark as a noun.
  - b. Always use the proper spelling for any ACEN and ARC-PA trademark or service mark, or the ACEN and ARC-PA name.

- c. Always use any ACEN and ARC-PA trademark or service mark, or the ACEN and ARC-PA name in the singular form; do not use in the plural or possessive form.
3. The use of any ACEN and ARC-PA trademark or service mark, or the ACEN and ARC-PA name must be applied correctly.
  - a. Always use the registered trademark and service mark symbol "®" when referring to an ACEN and ARC-PA registered trademark and service mark (e.g., \_\_\_\_\_®).
  - b. Always use the unregistered trademark and service mark symbol "TM" when referring to an ACEN and ARC-PA unregistered trademark and service mark.
  - c. Use the proper symbol ("®" or "TM") with each ACEN and ARC-PA trademark and service mark and apply the proper symbol consistently in every copy of communication, document, packaging, or other material in which an ACEN and ARC-PA trademark, a service mark, or the ACEN and ARC-PA name appears, regardless of the medium.
4. While another entity's mark can be used in context with an ACEN and ARC-PA trademark, a service mark, or the ACEN and ARC-PA name to indicate a relationship between the ACEN and ARC-PA and the other entity, the ACEN and ARC-PA trademark, service mark, or the ACEN and ARC-PA name must remain distinct. A reference to an ACEN and ARC-PA trademark, a service mark, or the ACEN and ARC-PA name must be clearly, visually distinguishable and separate from any product, service, program, material, or technology as well as any other logos, trademarks, or service trademarks.

Certain activities may constitute infringement or dilution of an ACEN and ARC-PA trademark, a service mark, or the ACEN and ARC-PA name and are not permitted. Prohibited and unauthorized use an ACEN and ARC-PA trademark, a service mark, or the ACEN and ARC-PA name include but are not limited to the following:

1. Do not use an ACEN and ARC-PA trademark, a service mark, or the ACEN and ARC-PA name in a manner that is likely to dilute, defame, disparage, or harm the reputation of the ACEN and ARC-PA.
2. Do not use an ACEN and ARC-PA trademark, a service mark, or the ACEN and ARC-PA name in a manner that is likely to cause confusion about the ACEN and ARC-PA, the ACEN and ARC-PA mission, purpose, or goals, or ACEN and ARC-PA joint accreditation.
3. Do not use an ACEN and ARC-PA trademark, a service mark, or the ACEN and ARC-PA, or any designation that is confusingly similar to the ACEN and ARC-PA, the ACEN

and ARC-PA name, or an ACEN and ARC-PA trademark, a service mark, or the ACEN and ARC-PA name.

4. Do not use an ACEN and ARC-PA trademark, a service mark, or the ACEN and ARC-PA name in any way not intended by the ACEN and ARC-PA.
5. Do not use an ACEN and ARC-PA trademark, a service mark, or the ACEN and ARC-PA name in a manner that is likely to give the impression or otherwise imply an affiliation or association between another entity or the entity's product, service, program, material, or technology.
6. Do not alter, adapt, modify, animate, or morph an ACEN and ARC-PA trademark, a service mark, or the ACEN and ARC-PA name. Examples include but are not limited to abbreviating or shortening any ACEN and ARC-PA trademark or service mark; combining or hyphenating any ACEN and ARC-PA trademark or service mark with another prefix or word; or using a slash mark with any ACEN and ARC-PA trademark or service mark.
7. Do not copy or imitate an ACEN and ARC-PA trade dress, type style, letters, words, logos, designs, images, slogans, colors, product shapes, product packaging, sound, or product packaging or the look, design, or overall commercial impression of an ACEN and ARC-PA website, blog, or other materials.
8. Do not register or use any domain name that incorporates an ACEN and ARC-PA trademark, a service mark, or the ACEN and ARC-PA name.
9. Do not register or seek to register an ACEN and ARC-PA trademark, a service mark, or the ACEN and ARC-PA name or any restricted or trademark or service mark, or name that is confusingly similar to an ACEN and ARC-PA trademark, a service mark, or the ACEN and ARC-PA name.

### **How to Report Any Misuse or Abuse of This Policy**

Please report any misuse or abuse of this policy at [HYPERLINK] and provide as much information as possible about the use that might be an infringement. The ACEN and ARC-PA will investigate the use and take appropriate action, if warranted.

Policy 326 History  
Initial Approval: \_\_\_ 2023