

Policy #35 Trademarks

Purpose

The Accreditation Commission for Education in Nursing (ACEN) supports the use of its trademarks and service marks, and the ACEN name when used in an appropriate manner. The ACEN adopted this policy to communicate the appropriate and permissible manner in which its trademarks may be used. Doing so maintains the reputation of the ACEN and protects its trademarks and service marks, and the ACEN name.

ACEN Trademarks and Service Marks

The ACEN requires that all of its trademarks and service marks, and the ACEN name are always used properly. The ACEN maintains 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 trademarks and service marks that may be used by an entity are accessible through this [link](#). This list may be updated as other trademarks and service marks are created or registered. All other ACEN trademarks and service marks not available at this link may not be used by any entity other than the ACEN.

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

1. A reference to any ACEN trademark or service mark, or the ACEN name must be clearly identified, truthful, accurate, not misleading, and used for which the ACEN trademark or service mark, or the ACEN name was originally intended by the ACEN.
2. The use of any ACEN trademark or service mark, or the ACEN name must maintain the integrity of the ACEN trademark or service mark, or the ACEN name.
 - a. Any trademark or service mark, or the ACEN name must be used as an adjective with a noun that properly and accurately identifies the ACEN 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 trademark or service mark, or the ACEN name.
 - c. Always use any ACEN trademark or service mark, or the ACEN name in the singular form; do not use in the plural or possessive form.
3. The use of any ACEN trademark or service mark, or the ACEN name must be applied correctly.

- a. Always use the registered trademark and service mark symbol "®" when referring to an ACEN registered trademark and a service mark (e.g., _____®).
 - b. Always use the unregistered trademark and service mark symbol "TM" when referring to an ACEN unregistered trademark and service mark.
 - c. Use the proper symbol ("®" or "TM") with each ACEN trademark and service mark, and apply the proper symbol consistently in every copy of communication, document, packaging, or other material in which an ACEN trademark, a service mark, or the ACEN name appears, regardless of the medium.
4. While another entity's mark can be used in context with an ACEN trademark, a service mark, or the ACEN name to indicate a relationship between the ACEN and the other entity, the ACEN trademark, service mark, or the ACEN name must remain distinct. A reference to an ACEN trademark, a service mark, or the ACEN 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 trademark, a service mark, or the ACEN name and are not permitted. Prohibited and unauthorized use of an ACEN trademark, a service mark, or the ACEN name include but are not limited to the following:

1. Do not use an ACEN trademark, a service mark, or the ACEN name in a manner that is likely to dilute, defame, disparage, or harm the reputation of the ACEN.
2. Do not use an ACEN trademark, a service mark, or the ACEN name in a manner that is likely to cause confusion about the ACEN, the ACEN mission, purpose, or goals, or ACEN accreditation.
3. Do not use an ACEN trademark, a service mark, or the ACEN name, or any designation that is confusingly similar to the ACEN, the ACEN name, or an ACEN trademark, a service mark, or the ACEN name.
4. Do not use an ACEN trademark, a service mark, or the ACEN name in any way not intended by the ACEN.
5. Do not use an ACEN trademark, a service mark, or the ACEN 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 trademark, a service mark, or the ACEN name. Examples include but are not limited to: abbreviating or shortening any ACEN trademark or service mark; combining or hyphenating any ACEN trademark or service mark with another prefix or word; or using a slash mark with any ACEN trademark or service mark.

7. Do not copy or imitate an ACEN 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 website, blog, or other materials.
8. Do not register or use any domain name that incorporates an ACEN trademark, a service mark, or the ACEN name.
9. Do not register or seek to register an ACEN trademark, a service mark, or the ACEN name or any restricted or trademark or service mark, or name that is confusingly similar to an ACEN trademark, a service mark, or the ACEN name.

How to Report any Misuse or Abuse of this Policy

Please report any misuse or abuse of this policy at <http://www.acenursing.org/contact-us/> and provide as much information as possible about the use that might be an infringement. The ACEN will investigate the use and take appropriate action, if warranted.

Approved _____ History
2019