



## National Association of Estate Planners & Councils

*1120 Chester Avenue - Suite 470, Cleveland, Ohio 44114*

### **GUIDELINES FOR PROPER TRADEMARK USAGE FOR THE ACCREDITED ESTATE PLANNER® DESIGNATION**

The NAEPC sought trademark protection for the ACCREDITED ESTATE PLANNER® (AEP®) designation through the U.S. Patent and Trademark Office and it was approved in July 2009. Accordingly, we ask that you use the registration mark ® in print following the designation both when it is spelled out and in its abbreviated form as presented here.

Usage guidelines:

- Trademarks are adjectives, not nouns, and should be followed by the generic term to which the trademark applies, i.e., ACCREDITED ESTATE PLANNER® designation.
- Trademarks should always be differentiated from their surrounding text which may be accomplished by using italics; a different color; quotation marks around the trademark; all caps; or by bolding the trademark.
- A trademark should never be used in the possessive form; therefore, state “the many benefits of holding the AEP® designation are...” rather than “the AEP’s many benefits are...”
- Singular trademarks should never be pluralized.
- Always use the proper symbols that indicate trademark status. We are registered with the U.S. Patent and Trademark Office, so please use the symbol ® or “Reg. U.S. Pat. & T.M. Off.”
- When using trademarks in text, the proper symbol should be used with the first occurrence of the trademark. It is not necessary to continue to use the symbol on repeated occurrences in the same work.

To create the registration mark, please click on “Insert” found in your computer tool bar at the top of your computer screen, then select “Symbol;” next click on the “Special Characters” tab where you will find the registration symbol. You can also simply type open parenthesis then the letter “r” and close parenthesis following the name of our designation to create the registration symbol. **These instructions apply to all Microsoft Word versions but do not apply to WordPerfect Office.**

If you have any questions about proper usage, please do not hesitate to be in touch with Susan Austin Carney, Designation Administrator, by telephone toll free at 866-226-2224 or by email at [susan@naepc.org](mailto:susan@naepc.org).