Trademark Usage Guidelines

The use of the registered (®) items below should always be in context and use media consistency when demonstrating professional designations or credential, including but not limited to: office signage, resumes, websites, business cards, presentations, social media postings, introductions, and electronic signatures. These registered items may not be used to endorse any product, service, company, product or brand name.

General Usage

The registered mark ® is mandatory with the first instance of a phrase or acronym on a page, but is not necessary every time afterwards except when used as a designation or credential after the consultant's name. Example: Bran Fernando, CIFP®, MCIFP®, CPIM®, MCIPM®, CIRP®, MCIRP®, CPRM®, MCPRM® Exceptions: Even though the registered mark ® is required or recommended, in some instances software does not accept the ® character or superscript style.

IFIP®

- The Association reference must be in all capital letters.
- The registered mark ® must be located after the Association reference in superscript.
- Sample IFIP logos can be downloaded from the web store - _____

If the logo above is used, the trademark or Globe may not be altered in any manner, including but not limited to, the color or font of the trademark or adding or removing any element(s) from the trademarks and/or globe design.

CIFP®, MCIFP®, CPIM®, MCIPM®, CIRP®, MCIRP®, CPRM®, MCPRM®

- The registered mark ® must be used after the letters in a designation.
- The designation must be in all capital letters.
- The registered mark ® must be located after the designation in superscript.
- The mark must be associated with an individual who is a current registered member and in good standing.

F:\IFIP\Policies and Procedures\00 Current\ IFIP Trademark Usage

Certified Insurance & Financial Professional®, **Master Certified Insurance & Financial Professional®**

• The name may be in upper case, or a combination of upper and lower case letters but must always be capitalized.

• The use of the registered mark ® is mandatory with the first instance of the phrase on a page, but is not necessary for every use afterward.
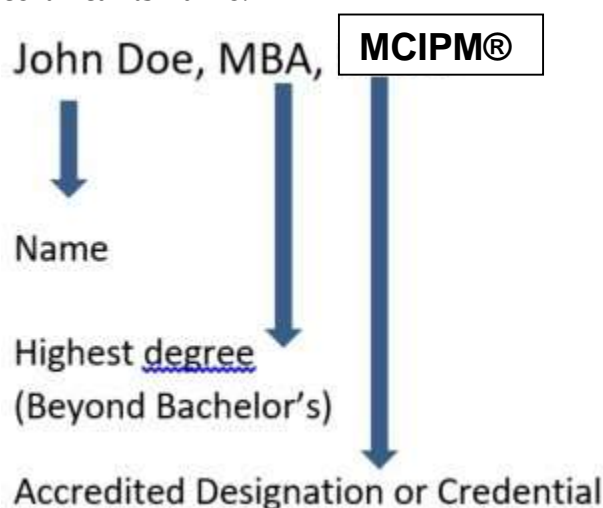
CIFP®, MCIFP®, CFSP®, MCFSP®, CPIM®, MCIPM®, CIRP®, MCIRP®, CPRM®, MCPRM® •

The registered mark ® must be used after the letters.

• The credential must be in all capital letters.

• The registered mark ® must be located after the credential in superscript.

• The mark must be associated with an individual who has been granted the credential and appropriately maintains the certification.

Properly Display Designation or Credential

Below are examples of how to properly display a designation or credential following a certificants name:

John Doe, MBA, | MCIPM® |

Name

Highest degree
(Beyond Bachelor's)

Accredited Designation or Credential

Policies and Procedures

The use of the CIFP®, MCIFP®, CFSP®, MCFSP®, CPIM®, MCIPM®, CIRP®, MCIRP®, CPRM®, MCPRM® trademark is in accordance with the IFIP and **CIFP®, MCIFP®, CFSP®, MCFSP®, CPIM®, MCIPM®, CIRP®, MCIRP®, CPRM®, MCPRM®**s Policies and Procedures and cannot be used in a misleading or fraudulent manner.

Trademark Ownership Notice

Whenever possible the trademark ownership notice below should be included in marketing materials.

The IFIP owns the Globe trademark and the registered marks, **CIFP®, MCIFP®, CFSP®, MCFSP®, CPIM®, MCIPM®, CIRP®, MCIRP®, CPRM®, MCPRM®** Certified Insurance & Financial Professional®, Master Certified Insurance & Financial Professional®, Certified Professional Insurance Manager®, Master Certified Professional Insurance Manager®, Certified Insurance Risk Management Professional®, Master Certified Insurance Risk Management Professional®, Certified Professional Risk Manager® and Master Certified Professional Risk Manager® which are registered with the Patent and Trademark Office.

Report Misuse

To report the misuse of the above registered items, please contact the IFIP® office.

Obtaining the Register Mark ®

On the keyboard
- Press CTRL+ALT+R at the same time
- INSERT/SYMBOL from the toolbar and selecting the registered trademark symbol
- Parenthesis, Shift R, Close Parenthesis (R)
- Hold the ALT key and type 0174 (Windows)
- Hold the OPTION key and press R (Mac)

Governing Documents
Mission Statement
Code of Ethics Policy

Policies
Privacy
Non-Discrimination
Trademark Usage
Radio & Podcast

Financials