

NWCOA

Trademarks, Word Marks, and Service Marks Policy

Introduction

This policy statement of National Wildlife Control Operators Association, Inc. shall govern all (NWCOA) licensees, authorized users, NWCOA membership, NWCOA vendors, Certified Wildlife Control Professional (CWCP), or other third party clients wishing to use NWCOA's trademarks, word marks, or service marks, hereafter called the Marks, in promotional, advertising, instructional, or reference materials, or on their web sites, products, labels, or packaging. Use of the Marks for commercial purposes without the prior written authorization or license from NWCOA may constitute trademark infringement and unfair competition in violation of federal and state laws. Use of NWCOA Marks may be prohibited, unless expressly authorized.

If you are a licensee of an NWCOA Mark for the use or certification of a product, private training course, training material, or company and have been provided with special trademark usage guidelines with your license or authorized use agreement, please follow those guidelines. If your license or authorized use agreement does not provide usage guidelines, then follow this policy statement. If you are a CWCP, Master NWCOA Instructor (MNI), Certified NWCOA Instructor (CNI), Certified Professional Wildlife Control Company, or Professional Affiliate Chapter you may be subject to additional restrictions.

NWCOA's trademarks, service marks, trade names, and trade dress are valuable assets. In following this policy, you help NWCOA protect its valuable trademark rights and strengthen its corporate and brand identities. By using an NWCOA mark, in whole or in part, you are acknowledging that NWCOA is the sole owner of the mark and promising that you will not interfere with NWCOA's rights in the mark, including challenging NWCOA's use, registration of, or application to register such mark, alone or in combination with other words, anywhere in the world, and that you will not harm, misuse, or bring into disrepute any NWCOA mark. The goodwill derived from using any part of an NWCOA mark exclusively inures to the benefit of and belongs to NWCOA. Except for the limited right to use as expressly permitted under this Policy, no other rights of any kind are granted hereunder, by implication or otherwise. NWCOA reserves the right to change this policy at any time and solely at its discretion. If you have any questions regarding this policy, please talk to your NWCOA state representative or send an e-mail to NWCOA's secretary at secretary@nwcoa.com.

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2.0 Authorized Use of NWCOA Marks

2.1 Use of NWCOA membership Trademark logos and name marks.

Only members of NWCOA may use the NWCOA membership logos or NWCOA name mark in marketing media, materials, or web site to advertise their membership to NWCOA provided they comply with the following requirements.

- a. Member's company name and/or logo appear more prominent than the NWCOA membership logo or name mark on all marketing media, materials, or web site and are directly related to the company owner and or employees that are members of NWCOA.
- b. Member uses only the designated membership logo that represents their level of membership.

For example.

1) Professional Member	Professional Member of NWCOA Logo
2) Supporting Member	Supporting Member of NWCOA Logo
3) Associate Member	Associate Member of NWCOA Logo
4) Vendor Member	Vendor Member of NWCOA Logo
5) Supporting Vendor Member	Supporting Vendor Member of NWCOA

- c. Member may not use the NWCOA trademarks standing alone except to denote or refer to NWCOA as a trade organization.
- d. Member may not use "NWCOA" in your company name, company logo, or service name.
- e. The NWCOA logo and word mark appear less prominent than the member's name and company logo.
- f. The reference to NWCOA word mark does not create a sense of endorsement, sponsorship, or false association with NWCOA.
- g. The use does not show NWCOA in a false or derogatory light.
- h. The use reflects favorably on both NWCOA and the member.
- i. Member may not use or reference the NWCOA logo or name mark in any third party training course, seminar, or event without authorization or license agreement from NWCOA. If the third party training course, seminar, or event is licensed to use the NWCOA logo or name mark, authorization is not required. (See sections 1.4 and 1.5)
- j. May use the NWCOA membership name mark is used in a referential phrase in a print or electronic publication as an author of an article or scientific journal. Example:

By John Doe, Professional Member of NWCOA

2.2 Use of the NWCOA CWCP Trademark logo and name mark.

Only CWCPs may use the NWCOA CWCP logo or CWCP name mark in marketing media, materials, or web site to describe their title or achievement through NWCOA provided they comply with the following requirements.

- a. Their company name and/or logo appear more prominent than the CWCP logo or name mark on all marketing media, materials, or web site and are directly related to the individual that has achieved the status of a CWCP.
- b. You may not use the CWCP trademark standing alone except to denote or refer to an individual person as a CWCP.
- c. You may not use “CWCP” in your company name or service name.
- d. The CWCP logo and word mark appear less prominent than the individual’s name and company logo.
- e. The reference to CWCP word mark does not create a sense of endorsement, sponsorship, or false association with NWCOA.
- f. The use does not show CWCP in a false or derogatory light.
- g. The use reflects favorably on both NWCOA and the CWCP.
- h. May not use or reference the CWCP logo or name mark in any third party training course, seminar, or event without authorization or license agreement from NWCOA. If the third party training course, seminar, or event is licensed to use the NWCOA logo or name mark, authorization is not required. (See sections 1.4 and 1.5)
- i. May use the CWCP name mark is used in a referential phrase in a print or electronic publication as an author of an article or scientific journal. Example:

By John Doe, CWCP

2.3 Use of the NWCOA MNI / CNI Service mark logos and name marks.

Only MNIs or CNIs may use the NWCOA MNI or CNI service mark logos or MNI or CNI name marks in marketing media, materials, or web site to describe their title or achievement through NWCOA provided they comply with the following requirements.

- a. Their company name and/or logo appear more prominent than the MNI and or CNI logos or name marks on all marketing media, materials, or web site and are directly related to the individual that has achieved the status of a MNI and or CNI.
- b. You may not use the MNI and or CNI service marks or name marks standing alone except to denote or refer to an individual person as a MNI and or CNI.
- c. You may not use “MNI” or “CNI” in your company name or service name.

- d. The MNI and or CNI service mark logos and word marks appear less prominent than the individual's name and company logo.
- e. The reference to MNI and or CNI word marks do not create a sense of endorsement, sponsorship, or false association with NWCOA.
- f. The use does not show MNI and or CNI in a false or derogatory light.
- g. The use reflects favorably on both NWCOA and the MNI and or CNI.
- h. May not use or reference the MNI and or CNI service mark logos or name marks in any third party training course, seminar, or event without authorization or license agreement from NWCOA. If the third party training course, seminar, or event is licensed to use the NWCOA logos or name marks, authorization is not required. (See sections 1.4 and 1.5)
- i. May use the MNI and or CNI name marks are used in a referential phrase in a print or electronic publication as an author of an article or scientific journal. Example:

By John Doe, MNI

2.4 Third Party use of a NWCOA “Logo” for Publications, Training Courses, Seminars, or Events

Only NWCOA authorized users and licensees may use the NWCOA Logos in advertising, promotional, and sales materials. Certified Professional Wildlife Control Product of NWCOA, Certified Training Course/Materials, and Professional Certified Wildlife Control Company clients may use the NWCOA Logos only as specified in their user agreement and such use must always be in conjunction with the appropriate terms that define the relationship authorized by their license agreement with NWCOA. For example:

- a. Certified Professional Wildlife Control Product of NWCOA
- b. Certified Professional NWCOA Training Course
- c. Certified Professional NWCOA Training Manual
- d. Certified Professional Wildlife Control Company of NWCOA

2.5 Third Party use of a NWCOA “Word Marks” for Publications, Training Courses, Seminars, or Events

Authorized Users may use NWCOA, CWCP, MNI, CNI or any other NWCOA word mark (but not the NWCOA Logo or other NWCOA-owned graphic symbol/logo) in a **referential phrase** on any marketing media materials to describe their status or title for third party marketing and only for the training course, seminar, or event, provided they comply with the following requirements.

- a. The NWCOA member has authorized third party use, in writing, of the NWCOA word mark.
- b. The NWCOA word mark is not part of the training course, seminar, or event name.
- c. The NWCOA word mark is used in a referential phrase. For example:

1. John Doe, Professional Member of NWCOA
 2. John Doe, CWCP
 3. John Doe, MNI
- d. The NWCOA word mark appears less prominent than the training course, seminar, or event.
 - e. The reference to NWCOA word mark does not create a sense of endorsement, sponsorship, or false association with NWCOA or NWCOA training.
 - f. The use does not show NWCOA in a false or derogatory light.
 - g. The use reflects favorably on both NWCOA and the authorized user.

2.6 Use of NWCOA Trademarks (Logos) for Certified Products or Companies, Publications, Training Courses, Seminars, Affiliate Associations or Events

Licensed and Authorized Users, under the direction and guidelines of their NWCOA License or Authorized User Agreement, may use NWCOA, CWCP, MNI, CNI or other NWCOA Logo or other NWCOA-owned graphic symbol/logo in marketing media, materials, or web site to describe their status, title, or affiliation to NWCOA provided they comply with the following requirements.

- a. Their company name and logo appear more prominent than the NWCOA marks on all marketing media, materials, or web site and is directly related to the company owner and or employees of the NWCOA license or authorized user agreement.
- b. The NWCOA logos or any other NWCOA-owned graphic symbol, logo, icon or image, specific to their license or authorized user agreement, appear for the training course, seminar, or event with authorized use from NWCOA or a NWCOA License Agreement.
- c. A third party disclaimer of sponsorship, affiliation, authorized, or endorsement by NWCOA, similar to the following, is included on all marketing media: “(Company XYZ) is an independent third party and has been (authorized, sponsored, is affiliated, endorsed, or otherwise approved) by NWCOA.”
- d. A trademark attribution notice is included in the credit section giving notice of NWCOA’s ownership of its trademark(s). Please refer to the section below titled “Proper Trademark Notice and Attribution.”
- e. You may not use the NWCOA trademarks standing alone except to denote or refer to the NWCOA trade organization.
- f. You may use “NWCOA” in your product name, company name, trade name, or service name provided your name satisfies the following criteria:
 1. Your product, company, trade, or service name is not a national trade organization.
 2. Your product, company, trade, or service is similar to NWCOA or the third party business is associated with NWCOA.

3. “NWCOA” is used in combination with another non-generic word.

Acceptable: TNNWCOA

Not acceptable: NWCOAMembership NWCOASales
4. “NWCOA” does not appear more prominently than the rest of the name in size, color, or typeface.
5. Your name does not suggest a false association with NWCOA.
6. Your name is not confusingly similar to any trademark owned or used by NWCOA.
7. You acknowledge that NWCOA is the sole owner of the NWCOA, CWCP, MNI, CNI or other NWCOA Logo/Word Marks or other NWCOA-owned graphic symbol/logo trademark and that you will not interfere with NWCOA’s use or registration of “NWCOA” alone or in combination with other words.

3.0 Unauthorized Use of NWCOA Trademarks

3.1 Company, Product, or Service Name:

You may not use or register, in whole or in part, NWCOA, CWCP, MNI, CNI or any other NWCOA trademark, including NWCOA-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.

3.2 NWCOA Logo and NWCOA-owned Graphic Symbols:

You may not use the NWCOA Logo or any other NWCOA-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, authorized use from NWCOA, or member in good standing with NWCOA.

3.3 Variations, Takeoffs or Abbreviations:

Third parties, without a written trademark license, authorized use statement, or affiliate chapter, cannot use a variation, phonetic equivalent, foreign language equivalent, takeoff, or abbreviation of an NWCOA trademark for any purpose. For example:

Not acceptable:

Tennessee NWCOA,

TNWCOA,

TNNWCOA

3.4 Disparaging Manner:

You may not use an NWCOA trademark or any other NWCOA-owned graphic symbol, logo, or icon in a disparaging manner.

3.5 Endorsement or Sponsorship:

You may not use NWCOA or any other NWCOA marks, including NWCOA-owned graphic symbols/logos, or icons, in a manner that would imply NWCOA's affiliation with or endorsement, sponsorship, or support of a third party product, service, organization, association, training course, seminar, or event except pursuant to an express written trademark license or authorized use agreement from NWCOA.

3.6 Merchandise Items:

You may not manufacture, sell or give-away merchandise items, such as T-shirts and mugs, bearing NWCOA or any other NWCOA trademark, including symbols, logos, or icons, except pursuant to an express written trademark license or authorized use agreement from NWCOA.

3.7 Slogans and Taglines:

You may not use or imitate an NWCOA slogan or tagline.

For example: "Competence, Integrity, Service."

3.8 Domain Names:

You may not use an identical or virtually identical NWCOA trademark as a second level domain name, except pursuant to an express written trademark license or authorized use agreement from NWCOA. For Example:

Not acceptable:

www.TennesseeNWCOA.com

www.TNWCOA.com

www.TNNWCOA.com

4.0 Rules for Proper Use of NWCOA Trademarks

- a.** Trademarks, service marks, and name marks are adjectives used to modify nouns; the noun is the generic name of a product or service.
- b.** As adjectives, trademarks, service marks, and name marks may not be used in the plural or possessive form.

Correct: I am a member of NWCOA.

Not Correct: Dick and Jane are NWCOAs.

- c. 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 TM, SM, or ®.
- d. Always spell and capitalize NWCOA's trademarks exactly as they are shown below. You can abbreviate NWCOA marks only after they have been spelled out once in the media. Do not make up names that contain NWCOA trademarks, service marks, or name marks.

1. Names and Abbreviations:

- a. National Wildlife Control Operators Association®, Inc. – NWCOA®
 - 1. Logo – See Attachment A
- b. Certified Wildlife Control Professional® – CWCP®
 - 1. Logo – See Attachment B
- c. Master NWCOA InstructorSM – MNISM
 - 1. Logo – See Attachment C
- d. Certified NWCOA InstructorSM – CNISM
 - 1. Logo – See Attachment D
- e. Certified Professional Affiliate Association of NWCOASM
 - 1. Logo – See Attachment E
- f. Certified Professional Wildlife Control Company of NWCOASM
 - 1. Logo – See Attachment F
- g. Certified Professional Wildlife Control Product of NWCOASM
 - 1. Logo – See Attachment G
- h. Certified Professional NWCOA Training CoursesSM
 - 1. Logo – See Attachment H
- i. Certified Professional NWCOA Training ManualSM
 - 1. Logo – See Attachment I

5.0 Proper Trademark Notice and Attribution

5.1 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 any NWCOA mark appears in the text of the advertisement, brochure, or other material.
- b. Refer to **Section 3.4** of these guidelines 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 NWCOA Logos, where the ® appears in the lower right of the inner circle).

- c. Include an attribution of NWCOA’s ownership of its trademarks within the credit notice section of your product, product documentation, or other product communication.

Following are the correct formats:

_____ is a registered trademark of NWCOA.

_____ and _____ are registered trademarks of NWCOA.

_____ is a service mark of NWCOA.

_____ and _____ are service marks of NWCOA.

5.2 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.
- b. Use one of the following international credit notices:

_____ is a trademark of NWCOA, registered in the U.S.

_____ is a trademark of NWCOA.

_____ is a service mark of NWCOA.

6.0 Right of Refusal

The NWCOA Governing Board reserves the right to refuse usage of the NWCOA marks.

7.0 Depictions of NWCOA Marks

7.1 Endorsement or Sponsorship:

NWCOA does not support, without a license or authorized use agreement, the use of its logos, company names, product names, or images of NWCOA marks by other parties in marketing, promotional or advertising materials as their use may create the perception that NWCOA endorses or sponsors the product, publication, service or promotion.

7.2 Compatibility – Certified Professional Wildlife Control Products or Training Publications of NWCOA:

If you are a wildlife control product developer, author, or writer, you may not show an image of an NWCOA mark in your promotional/advertising materials, product packaging, or publication without a license or authorized use agreement for that individual product or publication, to depict that the product or publication may be NWCOA certified.

If you are a wildlife control product developer, author, or writer that is licensed to use the Certified Professional Wildlife Control Product or Training Publication of NWCOA mark, you may show an image of the mark in your promotional/advertising materials to depict the

individual product that is NWCOA certified, provided you comply with the following requirements:

- a. The product is in fact licensed by NWCOA.
- b. The image is an actual photograph of a Certified Professional Wildlife Control Product or Training Publication of NWCOA and not an artist's rendering.
- c. The NWCOA product or publication is shown only in the best light, in a manner or context that reflects favorably on the NWCOA certified product or publication and on NWCOA.

8.0 Review by NWCOA

NWCOA reserves the right to review all uses of our Marks by others and to conduct periodic spot checks of such use. Upon request from NWCOA, member or licensee must provide a copy of any product, packaging, screenshot, publication, or other materials bearing our Mark. Member or licensee must correct any deficiencies in the use of a NWCOA Mark and/or the quality of the product or service used in conjunction with the Mark upon notice from NWCOA. Refusal to correct such deficiencies may result in revocation of the license to use the Mark or termination of membership by the NWCOA Governing Board.

9.0 Attachments

For further information with respect to NWCOA's Marks, send an email to secretary@nwcoa.com

Dated: _____, and this version shall supersede all previous versions.

Signed: _____, Secretary, NWCOA

NWCOA Logo and NWCOA-owned Graphic Symbols:

National Wildlife Control Operators Association®, Inc. – NWCOA®
Attachment A



Certified Wildlife Control Professional® – CWCP®
Attachment B



NWCOA Logo and NWCOA-owned Graphic Symbols:



Master NWCOA Instructor SM – MNISM
Attachment C

Certified NWCOA Instructor SM – CNISM
Attachment D



NWCOA Logo and NWCOA-owned Graphic Symbols:



Certified Professional Affiliate Association SM
Attachment E



Certified Professional Wildlife Control Company SM
Attachment F



NWCOA Logo and NWCOA-owned Graphic Symbols:



Certified Professional Wildlife Control Product SM
Attachment G



Certified Professional NWCOA Training Course SM
Attachment H



NWCOA Logo and NWCOA-owned Graphic Symbols:



Certified Professional NWCOA Training Publication SM Attachment I



2011 Certified Wildlife Control Professional - CWCP Attachment J

