

ACVD Policy on Use of Organizational Graphic Elements (Logos) and Registered Trademarks

The graphic element (logo) of the ACVD (see below) is an official registered trademark of the ACVD and is to be used expressly for ACVD College business. Members in good standing, including Emeritus Diplomates, may use the registered trademarked graphic element with specific written permission of the ACVD. When possible, a hyperlink to the ACVD website (www.acvd.org) shall be created using the ACVD graphic element. Members not in good standing may not use the ACVD graphic elements or trademarks.



The ACVD has other registered trademarks available for Members in good standing to use without the need for specific written permission. Registered ® trademarks are legally binding and represent a mark that is registered with the United States Patent and Trademark Office. “Trademark” (™) has no legal meaning and is not to be used with the approved registered trademarks (use ®, not ™).

Registered trademarks of the ACVD:

DACVD®

Note: This *does not apply* to the long text ‘Diplomate, American College of Veterinary Dermatology’.

BOARD CERTIFIED VETERINARY DERMATOLOGIST[®]

Note: The above is to be in all CAPS, in **bold**, have *no* hyphen, and should be a standalone descriptor—do not include this in a sentence or text. Please make sure **BOARD CERTIFIED VETERINARY DERMATOLOGIST[®]** is on your website's home page.

American College of Veterinary Dermatology[®]

Note: This *does not apply* to the abbreviation 'ACVD'. Please see examples of class 16 and 200 trade marks below. These two individual classes of trademarks have been given to the name of our College.

Use the exact format, as described above, for each registered trademark when editing your website, stationary, and the like. Indeed, these edits on your website need to be done in a timely manner, as the Trademark Commission has the authority to revoke these registered trademarks if they are not being used with the intended purpose.

Examples of Trademarks in Class 16:

- paper, cardboard and goods made from these materials, not included in other classes
- printed matter; bookbinding material; photographs; stationery
- adhesives for stationery or household purposes
- artists' materials; paint brushes
- typewriters and office requisites (except furniture)
- instructional and teaching material (except apparatus), or
- plastic materials for packaging (not included in other classes); printers' type; printing blocks.

Examples of Trademarks in Class 200:

- collective membership mark