

CBMTs Use of Credential Trademark Policy

The CBMT Board of Directors recently voted to accept the new *Use of Credential Trademark Policy*. This policy outlines how and when a Board-Certified Music Therapist may use the “MT-BC” credential and “Music Therapist – Board Certified” designation while currently certified. Permitted uses of these terms include letterhead, business cards, websites, social media sites, advertisements, brochures, other promotional materials, and email addresses. The policy also highlights prohibited uses of these designations which include being used as part of a logo, on clothing unless it is beside a name, or on resale items. If an MT-BC were to let their certification expire they must cease use of all terms, including being used in personal email addresses. This new policy in its’ entirety is below and will also be available on the CBMT website at www.cbmt.org. For further inquiries regarding this policy, please contact the office at info@cbmt.org.

Use of Credential Trademark Policy

The Certification Board for Music Therapists (“CBMT”) permits individuals to use the “Music Therapist – Board Certified” credential and related marks in accordance with this policy as long as active certification is maintained.

- 1. Ownership.** The “Music Therapist – Board Certified” credential and “MT-BC” are the sole and exclusive property of CBMT and are subject to all applicable trademark and other rights of CBMT as owner under United States intellectual property law and international conventions. Individuals shall not use these marks, or any other intellectual property owned by CBMT, except as expressly authorized in this policy or otherwise authorized in advance and in writing by CBMT.
- 2. License.** Only certified individuals are permitted to use the “Music Therapist – Board Certified” credential and “MT-BC”. For the duration of certification, CBMT will permit a certified individual to use these marks for the sole purpose of indicating certification by CBMT. All goodwill associated with use of these marks inures solely to the benefit of CBMT.
- 3. Permitted Uses.** Individuals may use these marks to indicate certification on:
 - A. letterhead;
 - B. business cards;
 - C. websites;
 - D. social media sites; and
 - E. advertisements, brochures, and other promotional materials;
 - F. email addresses.

- 4. Conditions of Use.**



- A.** All use of these marks must be appropriate and dignified as befits the public image of CBMT. All use of these marks must be accurate and supportive of CBMT objectives, and must do so in a manner that is compatible with the mission of CBMT.
- B.** All use of these marks must be truthful and not misleading. Specifically, an individual shall **not** use these marks:
- i.** in any manner that reflects negatively on CBMT or its activities;
 - ii.** in any manner that conflicts with CBMT policies and procedures;
 - iii.** to state or imply that the individual has any relationship with CBMT other than as a certified individual; or
 - iv.** to state or imply that CBMT is endorsing or guaranteeing any product or service offered by the individual.
- C.** Individuals shall not use these marks (or a word or design that is confusingly similar to these marks) as part of the individual's business name, logo, domain name, or product or service name.
- D.** These marks may not be the most prominent visual elements on the individual's promotional materials. The individual's name, business name and/or logo, and product or service name should be significantly larger than the reference to these marks.
- E.** If certification ends, then the individual shall:
- i.** cease use of these marks;
 - ii.** return all certificates and other items provided by CBMT, without retaining copies; and
 - iii.** not distribute any materials containing these marks that he/she might already have prepared.
- F.** The individual is responsible for correcting (at his/her expense) any outdated or otherwise inaccurate use of these marks.

5. Prohibited Uses. Individuals shall not use the credential or logo on:

- A.** Clothing, unless it is beside a name;
- B.** items for resale; or
- C.** as part of a logo.

6. Quality Control. CBMT has the right to control the quality of all materials on which these marks are used. CBMT will have access to the materials which the individual makes publicly available (such as business cards, letterhead, etc.). Also, the individual shall submit samples if requested by CBMT. If CBMT determines that the individual is not meeting the requirements of this



policy, then CBMT will notify the individual and provide an explanation. CBMT is the final judge as to whether any use of a mark is consistent with this policy.

7. Consequences of Misuse. CBMT is committed to protecting its intellectual property for the benefit of all credential holders and the general public as consumers. If an individual does not comply with this policy or otherwise misuses the credential or other intellectual property of CBMT, then CBMT may revoke or take other action regarding certification in accordance with CBMT's Code of Professional Practice. If the individual is not certified by CBMT at the time of

the misuse, then CBMT will require corrective action as a condition of eligibility for certification should the individual seek certification at a later time. In addition, CBMT may pursue other remedies that may be legally available.

8. Further Information. If an individual has a question regarding use of these marks, please contact CBMT.

