



## **TRADEMARK GUIDELINES**

Trademarks are words or symbols that are used to identify a company's products and/or services and differentiate them from those offered by other companies. Trademarks are valuable assets. Customers expect a certain standard of quality from a company's products and/or services based on recognition of its trademarks.

In order to protect its valuable trademark assets, CPP, Inc. (CPP), has adopted the following guidelines, which must be adhered to by all persons and entities using CPP's trademarks. In addition, enclosed is a list of CPP's trademarks. If you have any trademark questions or are uncertain about the proper reference in a particular case, please do not hesitate to contact CPP's Legal Department at (800) 624-1765.

The key to trademark protection is to ensure that the public always recognizes a particular word or symbol as a trademark and not simply as the generic name for a product. Please follow the CPP, Inc., Trademark Guidelines when using or displaying any of CPP's trademarks or the trademarks of other companies.

## CPP'S TRADEMARKS

<b>Trademark</b>	<b>Acknowledgment</b>
CPI 260®	CPI 260 is a trademark or registered trademark of CPP, Inc., in the United States and other countries.
Elevate®	Elevate is a trademark or registered trademark of CPP, Inc., in the United States and other countries.
FIRO®	FIRO is a trademark or registered trademark of CPP, Inc., in the United States and other countries.
FIRO-B®	FIRO-B is a trademark or registered trademark of CPP, Inc., in the United States and other countries.
FIRO Business®	FIRO Business is a trademark or registered trademark of CPP, Inc., in the United States and other countries.
<i>Introduction to Type®</i>	Introduction to Type is a trademark or registered trademark of The Myers & Briggs Foundation in the United States and other countries.
iStartStrong®	iStartStrong is a trademark or registered trademark of CPP, Inc., in the United States and other countries.
MBTI®	MBTI is a trademark or registered trademark of The Myers & Briggs Foundation in the United States and other countries.
Myers-Briggs®	Myers-Briggs is a trademark or registered trademark of The Myers & Briggs Foundation in the United States and other countries.
<i>Myers-Briggs Type Indicator®</i>	Myers-Briggs Type Indicator is a trademark or registered trademark of The Myers & Briggs Foundation in the United States and other countries.
<i>Personality Differences Questionnaire®</i>	Personality Differences Questionnaire is a trademark or registered trademark of The Myers & Briggs Foundation in the United States and other countries.
SkillsOne®	SkillsOne is a trademark or registered trademark of CPP, Inc., in the United States and other countries.
<i>Strong Interest Inventory®</i>	Strong Interest Inventory is a trademark or registered trademark of CPP, Inc., in the United States and other countries.

*California Psychological Inventory™*

California Psychological Inventory is a trademark of CPP, Inc., in the United States and other countries.

CPI™

CPI is a trademark of CPP, Inc., in the United States and other countries.

*Fundamental Interpersonal Relations Orientation™*

Fundamental Interpersonal Relations Orientation is a trademark of CPP, Inc., in the United States and other countries.

*Fundamental Interpersonal Relations Orientation–Behavior™*

Fundamental Interpersonal Relations Orientation–Behavior is a trademark CPP, Inc., in the United States and other countries.

Step I™

Step I is a trademark of The Myers & Briggs Foundation in the United States and other countries.

Step II™

Step II is a trademark of The Myers & Briggs Foundation in the United States and other countries.

Step III™

Step III is a trademark of The Myers & Briggs Foundation in the United States and other countries.

TKI®

TKI is a trademark or registered trademark of CPP, Inc., in the United States and other countries.

**Trademark**

**Acknowledgment**

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The CPP logo is a trademark or registered trademark of CPP, Inc., in the United States and other countries.



The FIRO-B logo is a trademark or registered trademark of CPP, Inc., in the United States and other countries.



The FIRO logo is a trademark or registered trademark of CPP, Inc., in the United States and other countries.



The Strong logo is a trademark or registered trademark of CPP, Inc., in the United States and other countries.



The Strong logo is a trademark or registered trademark of CPP, Inc., in the United States and other countries.



The MBTI logo is a trademark or registered trademark of The Myers & Briggs Foundation in the United States and other countries.



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The CPI logo is a trademark of CPP, Inc., in the United States and other countries.



The CPI 260 logo is a trademark of CPP, Inc., in the United States and other countries.



The CPI 260 logo is a trademark of CPP, Inc., in the United States and other countries.



The FIRO logo is a trademark of CPP, Inc., in the United States and other countries.



The FIRO Business logo is a trademark of CPP, Inc., in the United States and other countries.



The Myers-Briggs logo is a trademark of The Myers & Briggs Foundation in the United States and other countries.



The Myers-Briggs Share-It logo is a trademark of The Myers & Briggs Foundation in the United States and other countries.



The TKI logo is a trademark of CPP, Inc., in the United States and other countries.

## **DESIGNATION OF TRADEMARK SYMBOLS**

The circle-R symbol (®) identifies a trademark that has been formally registered by the U.S. Patent and Trademark Office (PTO). It is used when the mark identifies the products or services for which the mark has been registered. The ® symbol is usually placed in the upper right-hand corner of the trademark.

The TM symbol (™) identifies a trademark that has not been formally registered by the PTO. It is used when a mark identifies products or services with which the mark is used but for which the PTO has not yet granted registration. The ™ symbol is usually placed in the upper right-hand corner of the trademark.

If you are uncertain as to which symbol should be used, do not hesitate to contact the Legal Department at CPP.

## **CPP TRADEMARKS AND SOCIAL MEDIA**

Social media presents new and exciting opportunities for fans of CPP's products and services to share their enthusiasm for our brand. However, please understand that these Trademark Guidelines are equally applicable for content posted on the Internet, and CPP asks that you adhere to these Trademark Guidelines when referring to CPP trademarks on social media platforms.

Note that YOU MAY NOT REPRODUCE CPP TRADEMARKS WITHOUT A WRITTEN LICENSE AGREEMENT. In order to avoid confusion, CPP asks that you refrain from using any CPP trademark or copyrighted content as your profile picture, avatar, or other similar user icon.

If you are a Certified Practitioner, you may apply to license the appropriate Certified Logo by sending an email to [logoagreements@cpp.com](mailto:logoagreements@cpp.com). However, even those Certified Logos should not be used as part of any profile picture, avatar, or other similar user icon.

As a courtesy to its valued customers, CPP makes an entire category of content available for use on social media, the Myers-Briggs® Share-It portfolio. Myers-Briggs® Share-It content is marked with the Share-It logo shown on the previous page, and CPP encourages you to share this content in accordance with the terms found at [www.cpp.com/share](http://www.cpp.com/share).

## TRADEMARK USAGE GUIDELINES

Please refer to the trademarked products and services by their associated trademarks and service marks, and ensure that your references (a) are truthful, fair, and not misleading; and (b) comply with these Guidelines (which may be modified from time to time at CPP's sole discretion).

When using our trademarks:

- Follow the Guidelines described below and on the following page.
- Do not incorporate these trademarks into your own product names, service names, trademarks, logos, domain names, company names, email addresses, or social media usernames.
- Do not adopt marks or logos that are confusingly similar to our marks.

### GUIDELINE #1

**ALWAYS use the trademark as an adjective, accompanied by an APPROPRIATE noun.**

Never use a trademark as a noun. Do not pluralize a trademark or make it possessive (which would be using it as a noun). Do not join a trademark to other words, symbols, or numbers, either as one word or with a hyphen. And never abbreviate a trademark.

Here are some examples of proper and improper use of our trademarks:

Proper Use	Improper Use
She administers the MBTI® instrument.	She administers the MBTI®.
We use the Myers-Briggs® assessment tool.	We use Myers-Briggs®.
The FIRO-B® instrument is a powerful resource.	The FIRO-B® is a powerful resource.

### GUIDELINE #2

**ALWAYS use an appropriate trademark symbol.**

For the trademark symbol, the superscript circle-R (®) or the raised TM (™) is preferred, but if it is not available, use parentheses: (R) or (TM).

- On websites, use the ® or ™ symbol at the most prominent use of the trademark (typically in a header) and again on the first occurrence in the body of the text—use of the ® or ™ symbol must be repeated on every separate Web page in which the trademark appears.
- In letters, memos, press releases, white papers, advertising, and brochures, and in slides, video, and other multimedia presentations, use the ® or ™ symbol at the most prominent use of the trademark (usually a headline) and again on the first occurrence in copy.
- In newsletters, magazines, and publications containing multiple articles, use the ® or ™ symbol on the first occurrence of each trademark in the table of contents and in headlines, and on the first occurrence in EVERY article in which the trademark is used.
- In annual/quarterly reports, books, technical documentation, and other bound documents, use the ® or ™ symbol on the first occurrence of the trademark in the table of contents, in headlines, and on the first occurrence in text.

### **GUIDELINE #3**

#### **ALWAYS use an appropriate trademark acknowledgment.**

A trademark acknowledgment alerts readers to the ownership of the trademark. The appropriate trademark acknowledgment will vary depending on who owns the mark. The attached list of trademarks will identify the proper owner for you. If multiple trademarks appear on the same page or in the same printed material, the acknowledgments may be combined.

- Use the acknowledgment in printed material such as advertising and marketing materials, press releases, slides, presentations, brochures, and annual/quarterly reports. In these materials, the acknowledgment should appear as a footnote and, in multiple-page documents, on the last page of the document.
- Use the acknowledgment in websites. The acknowledgment should appear after the click for “Legal Information” or, if there is no “Legal Information” page, on the website’s home or start page.

### **GUIDELINE #4**

#### **ALWAYS use the trademarks in the way they were intended to be used.**

Please do not alter the trademarks in any way. Do not parody them or portray them in a negative light.

### **GUIDELINE #5**

#### **Use our trademarks to refer ONLY to the genuine trademarked products and services.**

For example, use the MBTI trademark only to refer to the genuine MBTI products and services. The only way to obtain an MBTI personality type assessment is by using the authentic MBTI tool. Other personality type instruments should not be described using the Myers-Briggs Type Indicator, Myers-Briggs, and MBTI trademarks.

For additional information, contact the Legal Department at 800-624-1765.



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Revised April 2016