

**Institute of Inspection Cleaning and Restoration Certification
(IICRC)
Policy and Rules for the Use of the
IICRC Certification Marks**

1. POLICY PURPOSES AND USES

All IICRC trademarks, service marks, certification marks, logos and credentials (hereinafter collectively referred to as the “Marks”) are owned and controlled by the IICRC and its Board of Directors. Use of the IICRC Marks are granted by the IICRC to qualified registrants, certified firms, approved instructors and schools, and supporters as described below, who satisfy all applicable certification or eligibility requirements. Consistent with applicable law and corporate policies, the IICRC must monitor all uses of its Marks to ensure that the Marks are used properly and correctly, as they represent the IICRC to the public. The overall purpose of this Policy is to provide information, guidelines and requirements to the IICRC registrants, certified firms, approved instructors and schools, and supporters regarding the proper use of the IICRC Marks.

The IICRC retains all ownership rights to its Marks. The IICRC therefore reserves, and may use, the full range of legal remedies and certification-related sanctions available under applicable laws and corporate policies and procedures to protect its Marks. Infringement of any IICRC Mark will be challenged. Inappropriate or incorrect uses of any IICRC Mark may, therefore, be subject to organizational or legal action for Mark infringement and other claims if such uses are contrary to law or corporate policy, e.g., where a use creates a likelihood of confusion with the proper use any IICRC Mark, without regard to the certification or approved status of the party involved.

Each registrant, certified firm, approved instructor and school, and supporter, accepts and assumes all, and the sole, responsibility for understanding and satisfying any governmental and legal requirements of IICRC Mark usage, and any Policy requirements of IICRC Mark usage, including those requirements applying to the use, display and/or advertising of any IICRC Mark. It is the responsibility of such registrant, certified firm, approved instructor and school, and supporter to ensure that the use of any IICRC Mark on professional and business related materials (e.g., stationary, signs, business cards, flyers, yellow page or other advertisements and marketing materials) is NOT in conflict with this Policy, or with the laws of the nation, state or territory in which that individual or entity conducts business. The IICRC assumes no responsibility concerning the application of such governmental and legal requirements pertaining to the use, display and/or advertising of any IICRC Mark.

In no event shall the IICRC be liable for any damages whatsoever, including but not limited to any special, indirect, or consequential damages, relating to the use of any IICRC Mark, whether in an action in contract, negligence, or other law arising out of, or in connection with, the use of such Mark in any locality, State, Territory, or country, in which the use of such Mark presents a conflict with any laws of that locality, State, Territory, or country.

By use of any IICRC Mark, each user of such Mark agrees to hold harmless and indemnify the IICRC, including their respective officers, directors, stockholders, partners, registrants,

certified firms, employees, agents and representatives, from and against any and all liability, loss, damage, expense, cost, claim or action, of any kind or nature, including attorney’s fees and costs, occurring as a result from or arising out of any use by the user of any IICRC Mark, or caused by or arising from the services, instruction, goods or materials offered, manufactured, used or sold by the mark user to third parties.

Use of any IICRC Mark is subject to this Policy, and any other applicable resolution or requirement of the IICRC Board of Directors.

2. THE IICRC MARKS

The IICRC currently owns and maintains three Marks as described below:

A. “Institute of Inspection Cleaning and Restoration Certification” and Design Certification Mark (hereinafter referred to as the IICRC “**Logo**”):



B. “IICRC” and Design Certification Mark (hereinafter referred to as the IICRC “**Initials**”):

IICRC

C. “Institute of Inspection Cleaning and Restoration Certification” and Design Supporter Firm Logo (hereinafter referred to as the IICRC “**Supporter Logo**”):



3. PERSONS AUTHORIZED TO USE THE IICRC MARKS

A. IICRC Logo

1. Certified Firm Tagline: Only IICRC certified firms, who maintain active certification status and are in good standing, are authorized to use this Mark.
2. Approved Instructor Tagline: Only IICRC approved instructors, who maintain active approved instructor status and are in good standing, are authorized to use this Mark.
3. Approved School Tagline: Only IICRC approved schools, who maintain active approved school status and are in good standing, are authorized to use this Mark.
4. IICRC.org Tagline: Only the IICRC itself is authorized to use this Mark for purposes of identifying and promoting the IICRC website.

5. CEC Approved Tagline: Those organizations offering courses, seminars or events for IICRC Continuing Education Credit (CEC's), which are pre-approved for IICRC credit in writing by the IICRC, are authorized to use this Mark, and then only on course, seminar or event materials and marketing materials related to the CEC approved course, seminar or event. Also, IICRC approved schools, who maintain active approved school status and are in good standing, are authorized to use this Mark, and then only on school training materials and school marketing materials for courses that are approved by the IICRC.
6. Registered Supporter Tagline: Only IICRC supporter firms, who maintain active supporter firm status and are in good standing, are authorized to use this Mark. This Mark may be used by supporter firms in lieu of or in addition to the Supporter Logo.
7. Certified Inspector Tagline: Only IICRC certified inspectors, who maintain active certified inspector status and are in good standing, are authorized to use this Mark.
8. The IICRC is authorized to use, when necessary and appropriate, the IICRC logo, with or without the taglines.

B. IICRC Initials

Only the IICRC and IICRC certified registrants and certified firms, who maintain active certification status and are in good standing, are authorized to use this Mark as permitted herein, and then only for the purpose of indicating that the registrant or certified firm is certified by the IICRC.

C. Supporter Logo

Only the IICRC and IICRC supporter firms, who maintain active supporter firm status and are in good standing, are authorized to use this Mark.

4. NON-ASSIGNABILITY AND NON-TRANSFERABILITY OF THE MARKS

Use of any IICRC Mark authorized by this Policy is personal to the respective authorized registrant, certified firm, approved instructor and school, and supporter, and may not be transferred or assigned to any other individual, organization, business or entity.

5. APPEARANCE AND PROPER USE OF THE MARKS

Those individuals or entities authorized to use an IICRC Mark may use the Mark in professional business advertising and informational materials, including directory listings or advertisements, business cards, letterhead, brochures, business forms, signs, stationary, patches, decals, and other similar marketing materials, and may post the Mark on a business website. All Mark use must be consistent with this Policy and the following rules:

A. Proper Use

Any individual or entity authorized to use an IICRC Mark must use the Mark only in conjunction with his/her name and entity and the services related to the certification or IICRC approved status. The IICRC does not authorize the use of any Mark in connection with any services or business activities apart from an individual or entity IICRC certification or IICRC approved status. The Mark may only be displayed in association with the authorized individual or entity.

Incorporation of any IICRC Mark with the marks, designations or logos related to other credentials, groups or organizations is prohibited. Although an IICRC Mark may be used on the same page as other affiliations or logos, it must remain separate and distinct, and must not be crowded with other graphics or text. All IICRC Marks must be displayed with an appropriate amount of space around the Mark to preserve the status and integrity of the Mark.

Special rules exist for use of the IICRC Initials by IICRC registrants and certified firms. IICRC registrants and certified firms may use the IICRC Initials only for the purpose of indicating that the registrant or certified firm is certified by the IICRC. The IICRC Initials may not be positioned, displayed or used in a manner which may lead the public to believe that an organization or company not IICRC certified or approved is certified, approved or otherwise endorsed by the IICRC.

B. Proper Appearance

Use of any IICRC Mark must be associated solely with the individual or entity authorized to use the Mark. In the United States, the Logo must always appear with the ®symbol. In the United States, the Initials must always appear with the ®symbol. In the United States, the Supporter Logo must always appear with the subscript “sm” symbol. Each IICRC Mark must always be used in its entirety exactly as it appears in complete form without the addition of other words, symbols or punctuation, and cannot be changed or altered, other than to be enlarged or reduced in overall size, or as otherwise specifically authorized in this Policy. Any IICRC Mark must not be the dominant or largest element in any promotional materials, and may not be larger than the company name, logo or Mark of the authorized individual or entity.

All IICRC Marks must only be reproduced in black and white or in the PMS 356 green color, except for any print media, where an IICRC Mark may also be displayed in the predominant color of the printed piece but only if no green or black appear in the piece.

C. Other Use Limitations

Unless otherwise expressly permitted herein, no IICRC Mark may be used on any product, product packaging, product labeling, product advertising, product promotional or product marketing materials. No IICRC Mark may be used as the business logo, or incorporated into the business logo, of any authorized individual or entity or third party.

If any IICRC Mark is displayed by an authorized individual or entity in any publication with longevity (e.g., yellow page advertising) the user is required to maintain their IICRC certification or approved status during the business life of such publications.

If the IICRC certification or approved status of any previously authorized individual or entity expires, all use and reference to any IICRC Mark on any and all advertising and marketing materials and any website by such individual or entity must cease within thirty (30) days of such expiration.

If the IICRC certification or approved status of any previously authorized individual or entity is revoked or suspended, all use and reference to any IICRC Mark on any and all

advertising and marketing materials and any website by such individual or entity must cease within three (3) days of revocation or suspension.

D. Other Mark Uses and Reservations

All other uses of any IICRC Mark are prohibited unless expressly authorized in advance in writing by the IICRC. All use of any IICRC Mark inures to the benefit of the IICRC.

6. NON-INTERFERENCE WITH USE OF THE MARK BY OTHER REGISTRANTS

An IICRC registrant, certified firm, approved instructor and school, and supporter, may not prohibit, restrict, or otherwise limit the authorized and appropriate use of an IICRC Mark by another registrant, certified firm, approved instructor and school, or supporter.

7. VIOLATION REPORTING RESPONSIBILITIES

Anyone authorized by this or other IICRC Policy to use any one or more of the IICRC Marks, has the responsibility to actively participate in the monitoring of the use of the IICRC Marks by third parties, including other registrants, certified firms, approved instructors and schools, and supporters. This includes the responsibility to report the unauthorized use, misuse, or other violation of this Policy to the IICRC, by anyone, including those maintaining an IICRC credential, and those who do not.

8. POLICY VIOLATIONS AND RELATED ACTIONS

Following receipt of information that an inappropriate or unauthorized use of an IICRC Mark may have occurred, the IICRC, in consultation with legal counsel, will determine if appropriate response actions will be taken. The IICRC may take any of the following actions, or other appropriate measures. Any involved IICRC registrant, certified firm, approved instructor and school, or supporter, is required to cooperate fully in the review and resolution of such matters.

- A. A copy of the alleged inappropriate or unauthorized Mark or designation will be obtained and reviewed to determine whether a violation of this Policy or other rule or resolution of the IICRC Board of Directors has occurred;
- B. Upon determination of a Policy or other violation, written correspondence will be issued and sent by an authorized IICRC representative to the individual(s) or organization(s) involved, explaining, among other items: the nature of the objectionable or unauthorized use; the relevant IICRC Policy, rule, resolution or law; and, the requirement that the individual or organization cease and desist from the objectionable or unauthorized use immediately and in the future;
- C. Upon determination of a Policy or other violation, written correspondence will be issued and sent by an authorized IICRC representative to the individual(s) or organization(s) involved, requesting that the individual or organization accept and sign an agreement to, among other items: cease the existing objectionable or unauthorized use; abide by all terms of this IICRC Policy and Mark use rules and regulations; and, provide corrected copies of all offending materials, if appropriate; and

- D. Where individual(s) or organization(s) using an IICRC Mark in an objectionable or unauthorized manner fail or refuse to respond or comply with an IICRC request to cease and desist from such use, the IICRC may initiate appropriate legal action and/or disciplinary proceedings, the latter of which are set forth in this Policy.

9. MARK RELATED DISCIPLINARY MEASURES

Following notice and a fair opportunity to respond, an existing or former IICRC registrant acting contrary to the terms of this policy or applicable law or regulation may be sanctioned by the IICRC. Such sanctions may include, but are not limited to, the following:

- A. Denial and rejection of a renewal, recertification or new certification application of a registrant or certified firm;
- B. Private reprimand and censure, including appropriate conditions or directives;
- C. Public reprimand and censure, including appropriate conditions or directives;
- D. Certification probation for a given period of time, including appropriate conditions or directives;
- E. Suspension of certification for a given period of time, including appropriate conditions or directives;
- F. Revocation of certification, including appropriate directives;
- G. Other measures that the IICRC Board of Directors deems appropriate;

In addition, cases of Mark misuse, infringement, or other similar matters, may be referred to the IICRC Ethics Committee for review under the IICRC Code of Ethics and Code of Conduct, or referred to the IICRC legal counsel for legal review or action.

10. QUESTIONS

Questions about this Policy or the correct use of any IICRC marks should be directed to IICRC Headquarters, at 2715 East Mill Plain Blvd, Vancouver, Washington, 98661; 360-693-5675 (Voice) or 360-693-4858 (Fax) or info@iicrc.org (Email).

11. ADOPTION DATE AND RESERVED RIGHTS

This Policy was adopted or last modified by the IICRC Board of Directors on November 9, 2004. The IICRC reserves the unqualified right, in its sole and absolute discretion, to modify or revoke this Policy.