



Use Of Designation Marks

This document describes the proper uses of the designation trademarks (“marks”), provides examples of proper usage, and explains why proper usage is important to designation holders and the investing public.

The Marks

Those who earn the AIF®, AIFA® and/or PPC® Designation are licensed by Fi360, Inc. to use the following marks in print and electronic business materials, including business cards, brochures, letterhead, web pages and presentations

- AIF^{®1}, AIFA[®], PPC[®]
- Accredited Investment Fiduciary[®], Accredited Investment Fiduciary Analyst[®], Professional Plan Consultant[®]



Using the Marks

The guidelines set forth in this document is intended to address the majority of use cases of the marks. However, they do not cover every feasible scenario. When in doubt, please contact a representative of Fi360’s Professional Development team for guidance (fi360support@broadridge.com). Furthermore, consultation with a legal and/or compliance professional prior to using the marks is strongly advised to comply with any additional guidelines set forth by company or industry regulation.

Misuse of the marks may be grounds for disciplinary action, including revocation of the designation and/or legal action.

Using the Marks

The guidelines set forth in this document is intended to address the majority of use cases of the marks. However, they do not cover every feasible scenario. When in doubt, please contact a representative of Fi360’s Professional Development team for guidance (fi360support@broadridge.com). Furthermore,

consultation with a legal and/or compliance professional prior to using the marks is strongly advised to comply with any additional guidelines set forth by company or industry regulation.

Misuse of the marks may be grounds for disciplinary action, including revocation of the designation and/or legal action.

Guidelines

When used properly, the marks demonstrate understanding of the Prudent Practices[®] and methodology. It is critical that the marks are used in accordance with the following guidelines to ensure their value as trademarks is maintained.

- Use the marks as adjectives (i.e., PPC[®] Designation, AIF[®] Examination, etc.).
 - Include the registered trademark symbol, “[®],” as a superscript following the mark the first time it appears in a document, in the content of websites, or within individual, defined sections of documents (to create the symbol, “[®]”, in certain applications, type “(”, then “r”, then “)”, hold Ctrl + Alt keys and type “r”, or select it from the Insert>Symbol menu).
 - Do not use the marks in an email address, website URL, or other domain name.
 - Do not use the marks in reference to a company or other non-individual.
 - Do not reference the marks as a candidate working towards attainment of an Fi360 designation (e.g., AIFA[®] Candidate)
-

When using the acronym:

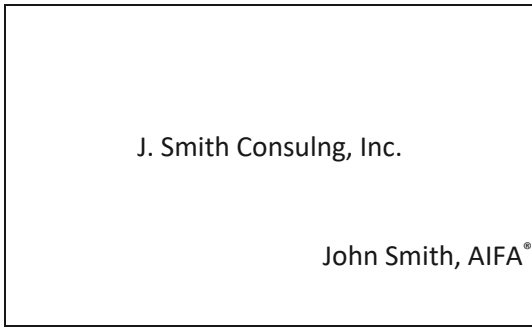
- Use all capital letters (e.g., “PPC” not “ppc”).
- Do not use periods between letters.

Examples of Use

Business cards Proper

use:

Misuse:



LinkedIn

Proper use:

First Name:
Last Name:
Maiden Name:
Display Name: John Smith, AIF®



Email signature

John Smith,

Consultant

J. Smith Consulting, Inc.



Website bio

Proper use:

John Smith earned the AIF® Designation in 2012. Attainment of the AIF Designation demonstrates understanding of the Prudent Practices® and methodology.

Misuse:

John Smith has been an AIF since 2012. Attainment of the AIF demonstrates understanding of the Prudent Practices and methodology

Relinquishment of the Marks

In the event of relinquishment of an Fi360 Designation – either voluntarily or due to a violation of the terms and conditions – the marks must be removed from all print and electronic materials within thirty (30) days.

Stewardship of the Marks

In order to maintain its rights as the trademark owner, Fi360 is required by law to protect against improper or unjustified use of the marks. Furthermore, proper use of the marks is crucial to justifying their value to the investing public. Therefore, Fi360 monitors for, investigates and remedies misuse – through appropriate administrative and legal means – to protect against degradation of their value. Fi360 relies on other stakeholders – primarily, designation holders – to report misuse when it arises. Anonymity is afforded, as allowed by law. Misuse should be reported to Fi360support@broadridge.com.

¹ Accredited Investment Fiduciary® Designation holders in Canada use the marks AIFP™,