

Usage Policies for Certification Trademark

These policies govern the usage of ASIS International certification designations. In order to use the CPP, PCI or PSP mark, the certified party must pass the given exam. To continue use of the mark, the certified party is also required to recertify on a periodic basis. So long as the certified party is current with their certifications, that party may use the mark under certain terms and conditions as set forth in ASIS Designation Statement of Usage Policy 5009.

To summarize Policy 5009, individuals who use the CPP[®], PCI[®] or PSP[®] designations:

- 1. must be certified (or recertified);**
- 2. may only use the certification mark on materials to identify themselves as such and only on items such as business cards, stationery, resumes and correspondence including electronic;**
- 3. may not appropriate the certification marks as their own trademarks or service marks or incorporate the marks into their own source identifiers; and**
- 4. must remove the certification marks from all materials if they fail to recertify. Violations of these terms will subject the certified party to the potential revocation of their right to use the certification mark and/or civil liability.**

Procedures

ASIS, its members and its affiliates aggressively police certification mark usage. Once a violation is discovered, it is reported to the ASIS Certification Director or the ASIS Executive Director.

The first step of engagement involves the investigation of the complaint. If it is determined that a violation has occurred, ASIS will generate and send a letter to the offending party informing them of the violation and requesting that all offending activity cease within 30 days.

If the offending party refuses to discontinue their activities or is unresponsive, ASIS proceeds with the second step of engagement in which ASIS legal counsel or local retained legal counsel sends a formal cease and desist letter threatening legal action for non-compliance.

If the offending party fails to comply, the third step of engagement is employed. This third step involves the drafting of a federal court complaint and interviewing local litigation counsel. The draft complaint is sent to the offending party along with a second letter stating that the complaint will be filed if the violator does not comply within 15 days.