

# **The Examining Board of Natural Medicine Practitioners™ Canada**

## **POLICY ON THE PROPER USE OF EBNMP™ CERTIFICATION MARKS**

*This policy replaces all previously published information regarding use of EBNMP™ certification marks.*

It is the responsibility of the individual EBNMP™ member, DNM<sup>®</sup>, Doctorate of Natural Medicine<sup>®</sup>, RAP<sup>®</sup>, Registered Acupuncture Practitioner<sup>®</sup>, RNP<sup>®</sup>, Registered Naturotherapy Practitioner<sup>®</sup>, RLMP<sup>®</sup>, Registered Lifestyle Management Practitioner<sup>®</sup>, RNMP<sup>®</sup>, Registered Nutritional Medicine Practitioner<sup>®</sup>, to make sure that the use of such EBNMP™ certification marks on stationary, signs, cards or advertisements are NOT in conflict with the laws of the Province/State/Country in which that individual practices.

The EBNMP™ retains all trademark, certification mark, and other ownership rights concerning the DNM<sup>®</sup>, Doctorate of Natural Medicine<sup>®</sup>, RAP<sup>®</sup>, Registered Acupuncture Practitioner<sup>®</sup>, RNP<sup>®</sup>, Registered Naturotherapy Practitioner<sup>®</sup>, RLMP<sup>®</sup>, Registered Lifestyle Management Practitioner<sup>®</sup>, RNMP<sup>®</sup>, Registered Nutritional Medicine Practitioner<sup>®</sup>, EBNMP™ and Examining Board of Natural Medicine Practitioners™ certification marks. The correct use of certification marks is significant, and is a public symbol of EBNMP™ certifications. The certification marks are directly associated with the recipients and the EBNMP™.

The EBNMP™ reserves, and may use, the full range of certification-related sanctions and legal remedies available under applicable laws and corporate policies to protect the EBNMP™ trademarks and certification marks. The marks DNM<sup>®</sup>, Doctorate of Natural Medicine<sup>®</sup>, RAP<sup>®</sup>, Registered Acupuncture Practitioner<sup>®</sup>, RNP<sup>®</sup>, Registered Naturotherapy Practitioner<sup>®</sup>, RLMP<sup>®</sup>, Registered Lifestyle Management Practitioner<sup>®</sup>, RNMP<sup>®</sup>, Registered Nutritional Medicine Practitioner<sup>®</sup>, EBNMP™ and Examining Board of Natural Medicine Practitioners™ have been federally registered with the Canadian Intellectual Property Office and covers every Province in Canada.

Infringement of any EBNMP™ trademark or certification mark will be challenged. Inappropriate or incorrect uses of EBNMP™ marks may, therefore, be subject to legal action for mark infringement and other claims if such uses are contrary to law, or policy, e.g., where a use creates a likelihood of confusion with the proper use of a registered EBNMP™ mark – without regard to the certification or licensure status of the individual involved.

The EBNMP™ certification marks indicate the certification of an individual, not of an organization or business. These marks and credentials should be used only in association with a certificant, and cannot be used to indicate the certification of a natural medicine practice. In addition, the certification marks must not be used in any manner which suggests that a certification is a title or degree.

Specifically, the mark should not appear directly after or below the name of the certificant. Certificants may, however, use their respective certification mark(s) in accordance with the examples provided in this policy, and in other ways that do not signify use of a title or degree.

(See appropriate examples below).

The EBNMP™ certification marks must always appear in the form of capital letters without punctuation. Further, these and all other EBNMP™ certification marks are registered and should have notations indicating their registered status, either by use of the symbol<sup>®</sup> or™ or an asterisk to indicate a footnote which states that the mark is a registered mark or trademark of the EBNMP™. Listed below are appropriate examples of listing the certification marks:

Jane Smith DNM <sup>®</sup>	Jane Smith Doctorate of Natural Medicine <sup>®</sup>
Jane Smith RAP <sup>®</sup>	Jane Smith Registered Acupuncture Practitioner <sup>®</sup>
Jane Smith RNP <sup>®</sup>	Jane Smith Registered Naturotherapy Practitioner <sup>®</sup>
Jane Smith RLMP <sup>®</sup>	Jane Smith Registered Lifestyle Management Practitioner <sup>®</sup>
Jane Smith RNMP <sup>®</sup>	Jane Smith Registered Nutritional Medicine Practitioner <sup>®</sup>
Jane Smith DNM <sup>®</sup> Member EBNMP <sup>™</sup>	Jane Smith Doctorate of Natural Medicine <sup>®</sup> Member EBNMP <sup>™</sup>
Jane Smith RAP <sup>®</sup> Member EBNMP <sup>™</sup>	Jane Smith Registered Acupuncture Practitioner <sup>®</sup> Member EBNMP <sup>™</sup>
Jane Smith RNP <sup>®</sup> Member EBNMP <sup>™</sup>	Jane Smith Registered Naturotherapy Practitioner <sup>®</sup> Member EBNMP <sup>™</sup>
Jane Smith RLMP <sup>®</sup> Member EBNMP <sup>™</sup>	Jane Smith Registered Lifestyle Management Practitioner <sup>®</sup> Member EBNMP <sup>™</sup>
Jane Smith RNMP <sup>®</sup> Member EBNMP <sup>™</sup>	Jane Smith Registered Nutritional Medicine Practitioner <sup>®</sup> Member EBNMP <sup>™</sup>
Jane Smith DNM <sup>®</sup> Member Examining Board of Natural Medicine Practitioners <sup>™</sup>	Jane Smith Doctorate of Natural Medicine <sup>®</sup> Member Examining Board of Natural Medicine Practitioners <sup>™</sup>
Jane Smith RAP <sup>®</sup> Member Examining Board of Natural Medicine Practitioners <sup>™</sup>	Jane Smith Registered Acupuncture Practitioner <sup>®</sup> Member Examining Board of Natural Medicine Practitioners <sup>™</sup>
Jane Smith RNP <sup>®</sup> Member Examining Board of Natural Medicine Practitioners <sup>™</sup>	Jane Smith Registered Naturotherapy Practitioner <sup>®</sup> Member Examining Board of Natural Medicine Practitioners <sup>™</sup>
Jane Smith RLMP <sup>®</sup> Member Examining Board of Natural Medicine Practitioners <sup>™</sup>	Jane Smith Registered Lifestyle Management Practitioner <sup>®</sup> Member Examining Board of Natural Medicine Practitioners <sup>™</sup>
Jane Smith RNMP <sup>®</sup> Member Examining Board of Natural Medicine Practitioners <sup>™</sup>	Jane Smith Registered Nutritional Medicine Practitioner <sup>®</sup> Member Examining Board of Natural Medicine Practitioners <sup>™</sup>
DNM <sup>®</sup> certified	Doctorate of Natural Medicine <sup>®</sup> certified
RAP <sup>®</sup> certified	Registered Acupuncture Practitioner <sup>®</sup> certified

RNP <sup>®</sup> certified	Registered Naturotherapy Practitioner <sup>®</sup> certified
RLMP <sup>®</sup> certified	Registered Lifestyle Management Practitioner <sup>®</sup> certified
RNMP <sup>®</sup> certified	Registered Nutritional Medicine Practitioner <sup>®</sup> certified
123 Natural Medicine Practice of Anyplace Jane Smith DNM <sup>®</sup>	123 Natural Medicine Practice of Anyplace Jane Smith Doctorate of Natural Medicine <sup>®</sup>

The examples below are **NOT** correct:

Jane Smith, DNM	Jane Smith, Doctorate of Natural Medicine
Jane Smith, RAP	Jane Smith, Registered Acupuncture Practitioner
Jane Smith, RNP	Jane Smith, Registered Naturotherapy Practitioner
Jane Smith, RLMP	Jane Smith, Registered Lifestyle Management Practitioner
Jane Smith, RNMP	Jane Smith, Registered Nutritional Medicine Practitioner
Jane Smith, EBNMP certified	Jane Smith, Examining Board of Natural Medicine Practitioners certified
ABC Natural Medicine Practice of Anytown Jane Smith, DNM	ABC Natural Medicine Practice of Anytown Jane Smith, Doctorate of Natural Medicine

The use of the terms *Board Eligible* or *EBNMP<sup>TM</sup> Certified* is expressly forbidden by the EBNMP<sup>TM</sup>. **Note:** In Provinces/States/Countries where the word Doctor may not be legally used, the word Practitioner will be substituted appropriately. Certificants may, in this circumstance, prefer to use either DNM<sup>®</sup> or Doctorate of Natural Medicine<sup>®</sup> as appropriate.

### Procedures for Resolving Certification Mark Related Use Matters

1. An investigation will be initiated whenever any potential inappropriate or unauthorized use of an EBNMP<sup>TM</sup> certification mark or similar designation comes to the attention of the Board;
2. A copy of the alleged inappropriate or unauthorized mark or designation use will be obtained and reviewed to determine whether a violation of the Policy has occurred;
3. Upon determination of a Policy violation, written correspondence will be issued by an authorized EBNMP<sup>TM</sup> representative to the individual(s) or organization involved, explaining, among other items: the nature of the objectionable or unauthorized use; the relevant EBNMP<sup>TM</sup> policy and law; and, the requirement that the individual cease and desist from the objectionable or unauthorized use immediately and in the future;
4. Upon determination of a Policy violation, written correspondence will be sent by an authorized EBNMP<sup>TM</sup> representative to the individual(s) and organization(s) involved, requesting that the individual accept and sign an agreement to, among other items: cease the existing objectionable or unauthorized use; abide by all terms of the EBNMP<sup>TM</sup> Policy in the future; and, provide corrected copies of all offending materials;
5. Where an individual using an EBNMP<sup>TM</sup> certification mark in an objectionable or unauthorized manner fails to respond to, or refuses to comply with, EBNMP<sup>TM</sup> requirements to cease and

desist from such use, the Board may initiate appropriate disciplinary proceedings and/or legal actions, as set forth in the Policy; and,

6. All EBNMP™ candidates and certificants are required to cooperate fully in the review and resolution of such matters.

### **Certification Mark Related Disciplinary Measures**

Following notice and a fair opportunity to respond, certificants and candidates who use EBNMP™ marks contrary to the terms of the Policy may be sanctioned by the Board. Such sanctions may include:

1. Denial and rejection of the professional's certification or recertification application;
2. Private reprimand and censure, including appropriate conditions or directives;
3. Public reprimand and censure, including appropriate conditions or directives;
4. Certification probation for a given period of time, including appropriate conditions or directives;
5. Suspension of certification for a given period of time, including appropriate conditions or directives;
6. Revocation of certification, including appropriate directives; and,
7. Other measures that the Board deems appropriate.

In addition, cases of certification mark misuse, infringement, or other similar matters, may also be referred to the Ethics Disciplinary Review Committee for review under the EBNMP™ Ethics Case Procedures. The Certification Appeals Procedure will be used for any member wishing to contest certification-related disciplinary matters.

### **Disclaimer Statement and Agreement**

Each EBNMP™ candidate or certificant accepts and assumes all, and the sole, responsibility for understanding and satisfying any governmental and legal requirements which may apply to the use of any EBNMP™ title, credential, certification mark, trademark, or display and advertising of such titles, credentials, and marks. Therefore, the EBNMP™ assumes no responsibility concerning the application of such governmental and legal requirements pertaining to the use or display of any EBNMP™ title, credential, trademark, certification mark, or the display and advertising of such. In no event shall the EBNMP™ be liable for any damages whatsoever, including any special, indirect, or consequential damages relating to the use of the EBNMP™ certification titles, certification marks, or any other EBNMP™ mark, whether in an action in contract, negligence, or other law arising out of, or in connection with, the use of such title, credential, or mark in any locality, State, or country in which the use of the title, certification, or mark presents a conflict with any laws of that locality, State, or country.