



## CPP, INC., 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, we enclose 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 registered trademark of CPP, Inc.  |
| FIRO®   | FIRO is a registered trademark of CPP, Inc.   |
| FIRO-B®   | FIRO-B is a registered trademark of CPP, Inc.   |
| <i>Introduction to Type</i> ®   | Introduction to Type is a trademark or registered trademark of the MBTI Trust, Inc., in the United States and other countries.        |
| MBTI®   | MBTI is a trademark or registered trademark of the MBTI Trust, Inc., in the United States and other countries.                        |
| Myers-Briggs®   | Myers-Briggs is a trademark or registered trademark of the MBTI Trust, Inc., 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 MBTI Trust, Inc., in the United States and other countries. |
| SkillsOne®  | SkillsOne is a registered trademark of CPP, Inc.  |
| <i>Strong Interest Inventory</i> ®  | Strong Interest Inventory is a registered trademark of CPP, Inc.  |
| <i>California Psychological Inventory</i> ™   | California Psychological Inventory is a trademark of CPP, Inc.  |
| CPI™  | CPI is a trademark of CPP, Inc.   |
| FIRO Business™  | FIRO Business is a trademark of CPP, Inc.   |
| <i>Fundamental Interpersonal Relations Orientation</i> ™                            | Fundamental Interpersonal Relations Orientation is a trademark of CPP, Inc.   |
| <i>Fundamental Interpersonal Relations Orientation–Behavior</i> ™                   | Fundamental Interpersonal Relations Orientation–Behavior is a trademark of CPP, Inc.  |
| Step I™   | Step I is a trademark of the MBTI Trust, Inc., in the United States and other countries.  |
| Step II™  | Step II is a trademark of the MBTI Trust, Inc., in the United States and other countries.   |
| Step III™   | Step III is a trademark of the MBTI Trust, Inc., in the United States and other countries.  |
|  | The CPP logo is a registered trademark of CPP, Inc.   |
|  | The FIRO-B logo is a registered trademark of CPP, Inc.  |
|  | The Strong logo is a registered trademark of CPP, Inc.  |
|  | The MBTI logo is a trademark or registered trademark of the MBTI Trust, Inc., in the United States and other countries.               |
|  | The CPI logo is a trademark of CPP, Inc.  |
|  | The CPI 260 logo is a trademark of CPP, Inc.  |
|  | The FIRO logo is a trademark of CPP, Inc.   |
|  | The FIRO Business logo is a trademark of CPP, Inc.  |
|  | The TKI logo is a trademark of CPP, Inc.  |

## 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.

## 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.
- Do not incorporate these trademarks into your own

product names, service names, trademarks, logos, or company names.

- Do not adopt marks or logos that are confusingly similar to our marks.

### GUIDELINE #1 ALWAYS use a 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:

Improper use: She administers the MBTI®.

Proper use: She administers the MBTI® instrument.

Improper use: We use Myers-Briggs®.

Proper use: We use the Myers-Briggs® assessment tool.

Improper use: The FIRO-B® is a powerful resource.

Proper use: The FIRO-B® instrument is a powerful resource.

### GUIDELINE #2 ALWAYS use an appropriate trademark symbol.

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

- On Web sites, 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.



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**GUIDELINE #3 ALWAYS use an appropriate trademark acknowledgment.**

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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 Web sites. The acknowledgment should appear after the click for “Legal Information” or, if there is no “Legal Information” page, on the Web site’s home or start page.

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**GUIDELINE #4 ALWAYS use the trademarks in the way they were intended to be used.**

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

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**GUIDELINE #5 Use our trademarks to refer ONLY to the genuine trademarked products and services.**

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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 MBTI®,

Myers-Briggs®, and Myers-Briggs Type Indicator® trademarks.

For additional information, contact the Legal Department at [800-624-1765](tel:800-624-1765).

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CPP, Inc., is the exclusive publisher of the MBTI® instrument.

MBTI, Myers-Briggs, and Myers-Briggs Type Indicator are trademarks or registered trademarks of the MBTI Trust, Inc., in the United States and other countries. The CPP logo is a registered trademark of CPP, Inc.

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