



# NBCC Trademark Use Policy

February 2021









## I. Policy Purpose.


This Policy establishes the rules and requirements for use of all trademarks and service marks owned and/or controlled by the National Board for Certified Counselors, Inc. (NBCC).

## II. NBCC Corporate Trademarks.

### A. Mark Ownership.

The following organizational trademarks (NBCC Trademarks) are owned and controlled by the National Board for Certified Counselors, Inc. (NBCC):

 <p>NATIONAL BOARD FOR  <b>CERTIFIED COUNSELORS</b><sup>®</sup></p>	<p>NBCC<sup>®</sup></p>	<p>National Board for      Certified Counselors<sup>®</sup></p>
		
<p><b>counselor find</b> </p>		<p>NBCC Foundation<sup>™</sup></p>
	 <p><i>The Professional Counselor</i><sup>®</sup></p>	<p><i>The Professional Counselor</i><sup>™</sup></p>

	NBCC MHF Mental Health Facilitator Program™	
NCE®	National Counselor Examination™	NCSCE™
NCMHCE®	National Certified School Counselor Examination™	National Certified Mental Health Counselor Examination™

NBCC retains the sole and exclusive rights to use the NBCC Trademarks. NBCC may create and use additional marks, as it deems appropriate.

See pages 3-5 for the collection of Foundation, MHF, and international logos.

## **B. Prohibited Use of NBCC Trademarks.**

Individuals, businesses, and other organizations, including NBCC certificants, are not permitted to use the NBCC Trademarks. In certain circumstances, NBCC may permit another organization to use a specific NBCC Trademark, subject to an NBCC-approved license agreement. Permission by the Board of Directors to use an NBCC Certification Mark, identified in the NBCC Certification Mark Use Policy, does not include authorization to use the NBCC Trademarks.

## **C. Policy Violations and Related Matters.**

NBCC reserves, and may use, any and all remedies available under applicable laws and corporate policies to protect the NBCC Trademarks. Infringement or other misuse of any NBCC Trademarks will be challenged.

Following the receipt of information that an unauthorized use of an NBCC Trademark may have occurred, NBCC will determine if responsive action(s) will be taken in accordance with this Policy and applicable Federal and State laws.

APPROVED BY PRESIDENT AND CEO  
February 2021



2021  
**Bridging the Gap**  
VIRTUAL SUMMIT



 **Minority  
Fellowship Program**  
The National Board for Certified Counselors





EUROPEAN BOARD FOR  
CERTIFIED COUNSELORS



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