



THE EXAMINING BOARD OF NATURAL MEDICINE PRACTITIONERS™

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Policy on the Proper use of EBNMP Canada™ Certification Marks

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

Take note that all certification provided to a registrant remains the property of EBNMP Canada™ and must be surrendered when registration ceases or at the request of the disciplinary committee.

Due to Self-Regulation, the appropriate use of any EBNMP Canada™ certification marks is important as we move towards Governmental Regulations. These marks are directly associated with EBNMP Canada™ and its "Members in Good Standing" who meet the criteria set by the Board of Governors for the safe and efficient practice of Natural Medicine. It is the responsibility of the individual EBNMP Canada™ member to make sure that the use of such 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 World Board of Natural Medicine (WBNM) retains all trademark, certification mark, and other ownership rights concerning the following:

- DNM® / Doctor of Natural Medicine™/ Doctorate of Natural Medicine®
- RAP® / Registered Acupuncture Practitioner®
- RNP® / Registered Naturotherapy Practitioner®
- RLMP® / Registered Lifestyle Management Practitioner®
- RNMP® / Registered Nutritional Medicine Practitioner®
- NMP® / Natural Medicine Practitioner®

These certification marks are licensed by the WBNM to EBNMP Canada™ for its Canadian operations. EBNMP Canada™ reserves the rights, and may use the full range of certification-related sanctions and legal actions available under applicable laws and corporate policies to protect the certification marks. The associated marks have been federally registered with the Canadian Intellectual Property Office (CIPO) and are therefore protected under Canadian Law in every Province in Canada.

Infringement of any certification mark will be challenged. Inappropriate or incorrect uses may, therefore, be subject to legal action for mark infringement and other claims if such uses are contrary to law, or this policy.

Ex. 1. Members who fail to properly display the correct titles or title format are considered to be in violation of the trademark policy.

Ex. 2. Use of the certification marks by any unregistered or suspended individuals is considered a violation of the trademark policy.

The marks and credentials indicate the certification of an individual, not of an organization or business. In addition, the certification marks must not be used in any manner which suggests that a certification is a degree.

Specifically, the mark should not appear directly after the name of the registrant. See appropriate examples below. EBNMP Canada™ certification marks must always appear in the form of capital letters without punctuation. Further, these and all other EBNMP Canada™ certification marks are registered and should have notations indicating their registered status, either by use of the symbol ®, © or ™ which states that the mark is a registered trademark of EBNMP Canada™.

Procedures for Resolving Certification Mark Related Use Matters

1. An investigation will be initiated whenever any potential inappropriate or unauthorized use of an EBNMP Canada™ certification mark or similar designation comes to the attention of the Board of Governors;
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 Trademark Policy has occurred;
3. Upon determination of a Trademark Policy violation, written correspondence will be issued by an authorized EBNMP Canada™ representative to the individual(s) or organization(s) involved,
 - a. explaining, among other items: the nature of the objectionable or unauthorized use; the relevant EBNMP Canada™ policy and law; and, the requirement that the individual cease and desist from the objectionable or unauthorized use immediately and in the future;
 - b. 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 EBNMP Canada™'s Trademark Policy in the future; and, provide corrected copies of all offending materials;
4. Where an individual using an EBNMP Canada™ certification mark in an objectionable or unauthorized manner fails to respond to, or refuses to comply with, EBNMP Canada™'s requirements to cease and desist from such use, the Board of Governors may initiate appropriate disciplinary proceedings and/or legal actions, as set forth in the Trademark Policy; and,
5. All EBNMP Canada™ 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 Canada™ marks contrary to the terms of the Trademark Policy may be sanctioned by the Board of Governors. 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 and Disciplinary Review Committee for review under EBNMP Canada™'s Ethics Case Procedures. The Certification Appeals Procedure will be used for any member wishing to contest certification-related disciplinary matters.

Listed below are appropriate examples of using the certification marks for EBNMP Canada™'s "Members in Good Standing":

Jane Smith DNM®	Jane Smith Doctorate of Natural Medicine®
Jane Smith RAP®	Jane Smith Registered Acupuncture Practitioner®
Jane Smith DNM® Member EBNMP Canada™	Jane Smith Doctorate of Natural Medicine® Member EBNMP Canada™
Jane Smith RAP® Member EBNMP Canada™	Jane Smith Registered Acupuncture Practitioner® Member EBNMP Canada™
Jane Smith DNM® Member Examining Board of Natural Medicine Practitioners Canada™	Jane Smith Doctorate of Natural Medicine® Member Examining Board of Natural Medicine Practitioners Canada™
Jane Smith RAP® Member Examining Board of Natural Medicine Practitioners Canada™	Jane Smith Registered Acupuncture Practitioner® Member Examining Board of Natural Medicine Practitioners Canada™
DNM® certified	Doctorate of Natural Medicine® certified
RAP® certified	Registered Acupuncture Practitioner® certified
123 Natural Medicine Practice of Anyplace Jane Smith DNM®	123 Natural Medicine Practice of Anyplace Jane Smith Doctorate of Natural Medicine®

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, 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 Canada™ Certified
is expressly forbidden by EBNMP Canada™.**

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® or Doctorate of Natural Medicine® as appropriate.

Disclaimer Statement and Agreement

Each EBNMP Canada™ 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 Canada™'s titles, credentials, certification marks, trademarks, or display and advertising of such titles, credentials, and marks. Therefore, EBNMP Canada™ assumes no responsibility concerning the application of such governmental and legal requirements pertaining to the use or display of any EBNMP Canada™'s titles, credentials, trademarks, certification marks, or the display and advertising of such. In no event shall EBNMP Canada™ be liable for any damages whatsoever, including any special, indirect, or consequential damages relating to the use of EBNMP Canada™'s certification titles, certification marks, or any other EBNMP Canada™ 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 Province / State / Country in which the use of the title, certification, or mark presents a conflict with any laws of that Province / State / Country.