



## Use of Marks Guidelines

The following are a series of guidelines regarding fair and proper use of all titles, logos and marks associated with the International Board of Heart Rhythm Examiners:

### **Organization Name:**

Appropriate titles to use when referring to the IBHRE organization or its programs include:

- The International Board of Heart Rhythm Examiners®
- IBHRE®

### ***Proper Use:***

Other organizations and individuals not directly associated with IBHRE may only make nominative fair use of the IBHRE name to make true, factual statements about the IBHRE organization, its exams and programs. Reference to IBHRE may be made in a complete sentence, as it would be used in the ordinary course of use of the English language.

### ***Improper Use:***

Other organizations and individuals not directly associated with IBHRE may NOT use the marks:

- As part of their own business name, as part of a brand name for their own product, as an internet domain name, in whole or in part, or as a keyword search term for your web address.
- As part of a tagline or advertising blurb.
- In any way that would create confusion regarding the ownership of the name.

### **Certification Examinations:**

The following are the official titles of the IBHRE Certification Exams:

- Certification Examination for Competency in Cardiac Rhythm Device Therapy for the Physician
- Certification Examination for Competency in Cardiac Rhythm Device Therapy for the Allied Professional
- Certification Examination for Competency in Electrophysiology for the Allied Professional

***Proper Use:***

The official titles of all IBHRE certification exams must be used in full when making reference to the exams in an official capacity (i.e. advertisements, contracts, applications.) When appropriate, the exam titles may be condensed to accommodate spacing issues in printed materials or to achieve a less formalized tone. In such instances, the condensed title must still communicate the following:

- Professional discipline of the exam (i.e. cardiac rhythm device or electrophysiology), fully typed or in acronym
- Professional group the exam is designated for (i.e. Physician or Allied Professional)
- The exam as a means of achieving certification

When referring to any of the IBHRE exams the mark “IBHRE” should always precede the exam title.

***Improper Use:***

The IBHRE certification exams may NOT be referred to as any of the following:

- NASPE<sub>x</sub>AM
- IBHRE<sub>x</sub>AM
- Exams belonging to an organization other than IBHRE

**Certification Designations:**

- Certified Cardiac Device Specialist (CCDS) – Allied Professional
- Certified Cardiac Device Specialist (CCDS) –Physician
- Certified EP Specialist (CEPS) – Allied Professional
- Certified Electrophysiology Specialist (CEPS) – Allied Professional

***Proper Use:***

Successful exam candidates may refer to themselves according to the designation that corresponds with the exam they completed. Certified physicians and allied professionals may include the four letter acronym of their respective designation next to their name. IBHRE designations must appear in the same font and size as the name when appearing on letterhead, business cards or any other documents depicting the certificant’s credentials.

***Improper Use:***

Anyone who has not successfully completed an IBHRE Certification exam is not eligible to use the IBHRE credentials. Exam Candidates who have taken the IBHRE exam but have not received official notification of their score may not use the credentials until a passing score is confirmed.

**Logos:**

Certified physicians and allied professionals may make use of the following IBHRE-approved logos when promoting themselves:

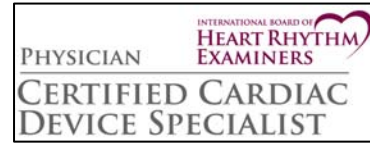
*Certified Cardiac Device Specialist – Physician*



Pin Logo



Written Logo



Business Card Logo

*Certified Cardiac Device Specialist – Allied Professional*



Pin Logo



Written Logo



Business Card Logo

*Certified EP Specialist – Allied Professional*



Pin Logo



Written Logo



Business Card Logo

***Proper Use:***

IBHRE logos may be used in conjunction with promoting the certification accomplishment or the credentials of a certified individual on letterhead, business cards or any other printed material that directly associates the certificant's name with the logo. Logos may be cropped or resized to fit the formatting parameters of the printed materials. High resolution copies of the logos are available upon request.

***Improper Use:***

IBHRE logos may not be associated with the name of anyone who is not certified by IBHRE. Logos may not be altered in any way that changes the language or any fact of design of the logo. Use of logos pertain to individuals only and may not be used by organizations or companies other than IBHRE or the Heart Rhythm Society without expressed permission from IBHRE.

### **Special Note Regarding Exam Preparation Programs:**

IBHRE recognizes that individual organizations in the cardiac-arrhythmia management field are free to organize educational programs and activities with the purpose of preparing physicians and allied professionals to take an IBHRE exam. While the practice of sharing knowledge and promoting successful completion of the exam is greatly encouraged, IBHRE reminds all organizations that sponsor educational activities of this kind that no IBHRE marks may be used in the title of any educational program at any kind without the expressed permission of IBHRE. Appropriate language referring to the IBHRE or the IBHRE exams may be included in the course description or objectives. Please refer to the following sample language:

#### *Examples:*

“This convenient online course is an excellent resource and study tool for those preparing for the IBHRE Cardiac Rhythm Device Therapy Certification Exam.”

“*Objective:* Prepare health care professionals and industry technicians to take the IBHRE Certification Exam in Cardiac Rhythm Device Therapy for the Allied Professional”

“This course reviews topics that will be covered in the IBHRE Electrophysiology Certification Exam”

IBHRE may take exception to this policy on a case-by-case basis upon receipt of a written request submitted by an education program provider.

### **Consequences for Improper Use of Marks**

IBHRE logos are intended for the exclusive use of IBHRE certified professionals. Misuse of the IBHRE credential or logo may result in denial of initial certification, recertification, revocation, suspension, or any other limitation of a certification or combination of sanctions. IBHRE further reserves the right to take such other legal action as it deems reasonable or appropriate in any court or other tribunal having competent jurisdiction with respect to the matter.

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