



## CEP CERTIFICATION LLC

### CEP TRADEMARK AND CERTIFICATION MARK USE POLICY

#### I. POLICY PURPOSE.

This Policy establishes the rules and requirements for use of all CEP Certification LLC (CEP) trademarks, including trademarks, service marks, and certification marks.

#### II. CEP CORPORATE TRADEMARKS.

##### A. Mark Ownership.

The following organizational trademarks (CEP Marks) are owned and controlled by CEP Certification LLC™ (CEP™):



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- CEP Certification LLC™
- CEP™

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

##### B. Prohibited Use of CEP Corporate Marks.

Individuals, businesses, and other organizations, including CEP certificants, are not permitted to use the CEP Marks. Permission by the Governing Council to use CEP Certification Marks, identified below, does not include authorization to use the CEP Marks.

C. Policy Violations and Related Matters.

Following the receipt of information that an unauthorized use of an CEP Mark may have occurred, CEP, in consultation with legal counsel, will determine if responsive action(s) will be taken in accordance with this Policy and applicable federal and state laws.

**CEP CERTIFICATION MARKS.**

A. Mark Ownership.

The following certification marks and credentials (CEP Certification Marks) are owned and controlled by CEP LLC (CEP):

- Certified Electrical Professional – Inside Sales™
- CEP-IS™
- Certified Electrical Professional – Outside Sales™
- CEP-OS™

CEP retains all trademark and other ownership rights concerning the CEP Certification Marks. CEP may create and use additional certification marks, as it deems appropriate.

B. Authorized Use of CEP Certification Marks.

The CEP Governing Council grants limited permission to use specific CEP Certification Marks to qualified electrical professionals, who satisfy all applicable CEP credentialing requirements. Consistent with applicable law and corporate policies, CEP will ensure that the Certification Marks are displayed and otherwise used properly, as such use represents CEP certification to the public.

C. Persons Authorized to Use the Certification Marks/Certificant Responsibilities.

Use of the Certification Marks is limited strictly to those individuals who are CEP certificant in good standing. Each CEP certificant is authorized to use only the Certification Mark which represents the appropriate certification and credential.

Each CEP certificant accepts and assumes sole responsibility for understanding and satisfying all applicable organizational and legal requirements related to the use and/or display of the Certification Marks. Among other requirements, each certificant is responsible for ensuring that the use of any Certification Mark in professional and business related materials (e.g., stationery, signs, business cards, advertisements) is consistent with this Policy, and is not in conflict with applicable laws. CEP assumes no responsibility concerning the interpretation or application of such legal requirements.

CEP shall not be liable or otherwise responsible for any claims, complaints, suits or damages whatsoever, relating to the use of the Certification Marks, or in connection with the use of such marks.

Non-Assignability and Non-Transferability of the Certification Mark.

Permission to use the CEP Certification Marks is limited and personal to the CEP certificant, and may not be transferred to, assigned to, or otherwise used by, any other individual, organization, business, or entity.

D. Appearance and Proper Use of the Certification Mark.

Each CEP certificant may use the appropriate CEP Certification Mark in professional and business materials, including, but not limited to, business cards, letterhead, e-mail signatures, brochures, signs, stationery, telephone directory listings, or advertisements, consistent with the following rules:

1. Proper Use. Each individual CEP certificant must use the appropriate Certification Mark only in conjunction with his/her name. Additionally, a Certification Mark should always be used in its entirety, and must always appear with the appropriate subscript/superscript “®” or “™” trademark symbol.

With respect to other affiliation marks and/or logos, the CEP Certification Mark may be located near these other marks or logos, but must remain separate and distinct so as to avoid confusion concerning the source of the certification, and to avoid the appearance that other marks, certifications, credentials, designations, or organizations are associated with, or endorsed by, CEP.

Any questions concerning the proper use of Certification Marks should be submitted to CEP Certification in writing.

2. Examples of Proper Uses and Appearances of the Certification Marks. Proper uses and appearances of the CEP Certification Marks include, but are not limited to, the following examples.

➤ Proper Use Example No. 1.

**Jane C. Doe**  
Certified Electrical Professional – Inside Sales™

➤ Proper Use Example No. 2.

**John A. Smith**  
CEP-OS™

For more information or questions concerning the proper use of the CEP Certification Marks, please contact CEP Certification at [certification@naed.org](mailto:certification@naed.org) or 888-791-2512.

F. Non-Interference with Use of the Marks by Other Certificants.

An CEP certificant may not prohibit, restrict, or otherwise limit the authorized and appropriate use of the CEP Certification Mark(s) by another certificant.

G. Violation Reporting Responsibilities.

An CEP certificant has the responsibility to report the unauthorized use, misuse, or other violation of this Policy to CEP in a timely manner, including any circumstances where the use of an CEP Certification Mark is related to an individual or organization that is not an CEP certificant or credential holder, or where a Certification Mark is used improperly by an CEP certificant.

H. Policy Violation and Related Matters.

CEP reserves, and may use, the full range of legal remedies and certification-related sanctions available under applicable laws and corporate policies to protect the CEP Certification Marks. Infringement of any CEP Certification Mark will be challenged. CEP certificants are required to cooperate fully in the review and resolution of such matters.

Following receipt of information that an inappropriate or unauthorized use of the Certification Mark may have occurred, CEP, in consultation with legal counsel, will determine if responsive action(s) will be taken. CEP may take any appropriate responsive action, in its sole discretion, including the following:

1. The alleged inappropriate or unauthorized mark use will be reviewed to determine whether a violation of the policy has occurred.
2. Upon determining that a policy violation may have occurred, correspondence may be issued by an authorized CEP representative to the individual(s) or organization(s) involved, explaining, among other matters: the nature of the objectionable or unauthorized use; the relevant CEP policy and law; and, the requirement that the individual or organization cease and desist from the objectionable or unauthorized use immediately and in the future.
3. Upon determining that a policy violation may have occurred, correspondence may be issued by an authorized CEP representative to the individual(s) and organization(s) involved, requesting that the individual accept and sign an agreement to, among other terms: cease the existing objectionable or unauthorized use; abide by all terms of the CEP policy in the future; and, provide corrected copies of all objectionable materials.
4. Where an individual using any CEP trademark in an objectionable or unauthorized manner fails to respond to, or refuses to comply with, CEP requirements to cease and desist from such use, the Governing Council, Executive Director, or other authorized CEP representative may initiate appropriate legal actions and/or disciplinary proceedings, as authorized by the Policy.

I. Disciplinary Actions Related to Mark Misuse By a Certificant.

Following notice and a fair opportunity to respond, an CEP certificant or candidate who acts contrary to the terms of this Policy or applicable law, may be sanctioned by CEP. Such sanctions may include:

1. Denial and rejection of the individual's certification application;
2. Private reprimand and censure;
3. Public reprimand and censure;
4. Certification probation;
5. Certification suspension;
6. Revocation or termination of certification; and/or;
7. Other measures that CEP deems appropriate.

In addition, the CEP Governing Council may refer cases of certification mark misuse, infringement, or other similar matters to appropriate agencies and other organizations.

J. Policy Violation Actions Concerning Third Parties.

Following receipt of information that an inappropriate or unauthorized use of the CEP Certification Mark(s) by a third party individual, organization, or company may have occurred, CEP, in its sole discretion and in consultation with legal counsel, will determine if responsive action(s) will be taken consistent with CEP policies and applicable federal and state laws.