

# TRADEMARK GUIDELINES

## For Universities Incorporating CFA Institute Programs Into Their Curriculum

### Trademark Usage Guidelines

CFA Institute owns a number of trademarks for its certification programs, including CFA®, CHARTERED FINANCIAL ANALYST®, CFA Institute Investment Foundations™ Program, and CIPM® (collectively, "Our Trademarks"). All use of Our Trademarks must be in accordance with the following guidelines.

#### 1. Use of Our Trademarks and Design Logos

Universities may use Our Trademarks in plain text, but not any design logos, to fairly and accurately describe the goods and services provided by CFA Institute, but not to describe the University's goods and services (except as provided herein). Universities shall not seek to register, enforce rights in, or otherwise protect Our Trademarks.

#### 2. Use of Our Trademarks in Course/School Names

Universities must not incorporate Our Trademarks into the name of the degree, school, or learning center. For example:

- Appropriate: Master of Science in Investment Management
- Inappropriate: Master of CFA Finance
- Inappropriate: University of Charlottesville CIPM Program [Institute, Center, etc.]

Universities may not call their courses or program "CFA Program" or "CFA Degree." They may use terms such as CFA® Program Track or CFA® Program Concentration or CFA® Exam Track to describe a specialized course of study (meaning an individual class/course) in a degree program.

#### 3. University Affiliation Program Logo Use

Only approved Affiliated Universities who have signed the University Affiliation Program Agreement may use the "University Affiliation Program" logo.

#### 4. Registration Symbol/Disclaimer

Universities should use the registration symbol ® after the first, most prominent use of the trademarks CFA, Investment Foundations, CIPM, and Chartered Financial Analyst. When using Our Trademarks, Universities should include the following notice at the bottom of the page: " \_\_\_\_\_ is a registered trademark owned by CFA Institute."

#### 5. Identify CFA Institute

Universities must clearly identify CFA Institute as the administrator of the CFA Program, the CIPM Program, and the Investment Foundations Program; and clearly identify CFA Institute as the grantor of the CFA and CIPM designations and the Investment Foundations certificate.

#### 6. Incorporation of CBOK

Universities may state that their curriculum is based on the Candidate Body of Knowledge (CBOK) from the CFA Program.

#### 7. No Misleading Comments

Universities must not state or imply that studying in a specific program will guarantee acceptance into or passage of any of CFA Institute's programs.

For additional guidance on proper trademark usage, please contact the Legal Services Group ([trademark@cfainstitute.org](mailto:trademark@cfainstitute.org)).

