

## Rules and Guidelines on the Correct Use of the Marks

ACCREDITED ASSET MANAGEMENT SPECIALIST<sup>SM</sup> and AAMS<sup>®</sup> are service marks owned by the College for Financial Planning and may be used as service marks only by the College. The College for Financial Planning may also use the marks to certify that professionals have successfully completed the AAMS<sup>®</sup> course work and met all other program requirements. The ACCREDITED ASSET MANAGEMENT SPECIALIST<sup>SM</sup> and AAMS<sup>®</sup> marks may be used only by persons who have received written authorization from the College for Financial Planning to use them. Because the public and professional communities will be encouraged to rely on the qualifications of individuals certified to use these marks, the College will be aggressive in enforcement of the correct usage of the designation and the rights and responsibilities of those certified by the marks.

These marks may not be used in any of the following ways:

- ◆ As part of the name of a firm or firm logo. This also applies where one or more firm members are authorized to use the marks in association with their own names.
- ◆ As the name of an investment product or plan.
- ◆ As generic terms. This occurs when a mark is used to describe a product or service.  
Examples of generic uses are:
  - “Xerox<sup>®</sup>” instead of “Xerox<sup>®</sup> copies”
  - “Kleenex<sup>®</sup>” instead of “Kleenex<sup>®</sup> tissues”
  - “Accredited asset management specialist” instead of “ACCREDITED ASSET MANAGEMENT SPECIALIST<sup>SM</sup> designee”

Correct use of the ACCREDITED ASSET MANAGEMENT SPECIALIST<sup>SM</sup> and AAMS<sup>®</sup> marks appears frequently in magazines, newspapers, and books. However, when the marks are used incorrectly or in a generic manner, the College promptly notifies the author or editor to avoid future improper use.



**College for  
Financial Planning<sup>®</sup>**  
EDUCATING THE NATION'S TOP FINANCIAL ADVISORS<sup>SM</sup>

The College's policing efforts prevent misuse, misappropriation, and misrepresentation of the ACCREDITED ASSET MANAGEMENT SPECIALIST<sup>SM</sup> and AAMS<sup>®</sup> marks to preserve their reputation and protect the public and designees alike. To protect the marks, notify the College promptly of any infringements or improper use so that appropriate action can be taken.

The following examples show correct and incorrect use of the ACCREDITED ASSET MANAGEMENT SPECIALIST<sup>SM</sup> and AAMS<sup>®</sup> marks.

- ◆ **The terms ACCREDITED ASSET MANAGEMENT SPECIALIST<sup>SM</sup> and AAMS<sup>®</sup> must be used as adjectives, not as nouns, and they must never be used generically.**

**Correct:**

They are AAMS<sup>®</sup> students.  
He is an ACCREDITED ASSET MANAGEMENT SPECIALIST<sup>SM</sup> designee.

**Incorrect:**

They are studying to become AAMSS.  
She is an Accredited Asset Management Specialist.

- ◆ **Always capitalize the AAMS<sup>®</sup> mark. Do not put periods between the letters.**

**Correct:**

John Jones, AAMS

**Incorrect:**

John Jones, aams  
Mary Smith, A.A.M.S.

- ◆ **When possible, the ACCREDITED ASSET MANAGEMENT SPECIALIST<sup>SM</sup> mark should appear in capital letters; otherwise, the first letter of each word must be capitalized.**

**Correct:**

John Jones, ACCREDITED ASSET  
MANAGEMENT SPECIALIST  
Mary Smith, Accredited Asset  
Management Specialist

**Incorrect:**

Mary Smith, accredited asset  
management specialist

- ◆ **Do not change the form of the marks to create a new word or phrase.**

**Correct:**

Mary Smith, ACCREDITED ASSET  
MANAGEMENT SPECIALIST  
John Jones, AAMS

The College's ACCREDITED ASSET  
MANAGEMENT SPECIALIST<sup>SM</sup> Program is  
available to investment professionals.

**Incorrect:**

John Jones, an AAMS  
Accredited asset management specialist  
programs are available to investment  
professionals.

- ◆ **The ACCREDITED ASSET MANAGEMENT SPECIALIST<sup>SM</sup> and AAMS<sup>®</sup> marks should not be incorporated into the name of a firm.**

**Correct:**

John Jones, ACCREDITED ASSET  
MANAGEMENT SPECIALIST

**Incorrect:**

Mary Smith, Inc., AAMS<sup>®</sup>  
John Jones, Accredited Asset  
Management Specialist, Inc.

- ◆ **Specify that the marks belong to the College for Financial Planning with a tagline or footnote at the end of an article, or at the bottom of the first page of an advertisement or the inside cover of a brochure.**

**Use this wording:**

ACCREDITED ASSET MANAGEMENT  
SPECIALIST<sup>SM</sup> and AAMS<sup>®</sup> are registered service  
marks of the College for Financial Planning<sup>®</sup>.

## Guidelines for Logo Use

At the bottom of this page is the ACCREDITED ASSET MANAGEMENT SPECIALIST<sup>SM</sup> logo for your use on all forms of printed materials, such as business cards, stationery, directory listings, press releases, and advertisements. This logo may not be altered or incorporated into other logo designs. The AAMS<sup>®</sup> logo may be used only if reproduced in its entirety.

Correct



## Instructions for Logo Reproduction

Take this flyer to your printer or graphic artist who will be preparing your new printed materials. They can easily reduce or enlarge the size of the logo below to create the best design for your materials, and to make the piece visually appealing. Ask for their advice in designing your materials so this credential is prominently displayed.



## Description of Service Mark

"A service mark is a word, phrase, symbol or design, or a combination of words, phrases, symbols or designs, that identifies and distinguishes the source of the service of one party from those of others." (From Facts About Trademarks, U.S. Department of Commerce, Patent and Trademark Office).

The ACCREDITED ASSET MANAGEMENT SPECIALIST<sup>SM</sup> and AAMS<sup>®</sup> service marks are fast becoming highly respected credentials in the financial services industry. When you complete the educational and examination requirements of the College for Financial Planning<sup>®</sup>, and agree to adhere to the College's Professional Code of Ethics, you are permitted to use these marks in printed and electronic forms of communication. Having worked hard to obtain the privilege to use these prestigious marks, you will want to protect them and use them wisely.

The ACCREDITED ASSET MANAGEMENT SPECIALIST<sup>SM</sup> and AAMS<sup>®</sup> marks should be used consistently and correctly to preserve their integrity and distinctiveness. As the owner of these marks, the College has the legal responsibility to ensure that they are protected and used only by persons who have received written authorization from the College for Financial Planning to use them. The College reserves the authority both to grant and revoke the privilege of using these marks.

The proper use of the ACCREDITED ASSET MANAGEMENT SPECIALIST<sup>SM</sup> and AAMS<sup>®</sup> marks is explained in this brochure. Refer to the "Rules and Guidelines on the Correct Use of the Marks" section before preparing business cards, stationery, directory listings, press releases, advertisements, and other forms of printed and electronic communication. Remember, you will be an integral part of making the ACCREDITED ASSET MANAGEMENT SPECIALIST<sup>SM</sup> and AAMS<sup>®</sup> credentials meaningful to the financial services profession and to the public.

# Guidelines on the Correct Use of the Marks

## ACCREDITED ASSET MANAGEMENT SPECIALIST<sup>SM</sup>

