



## INTELLECTUAL PROPERTY POLICY

FDPI owns or has rights to the following marks (collectively, the “FDP Marks”):

- FDP®
- FDPI®
- Financial Data Professional
- FDP Institute®
- Financial Data Professional Institute®
- The FDP Institute® logo shown above.

The FDP Marks fall into three categories: service marks, certification marks and collective membership marks. The Service Marks are for use by the *Institute*, while the Certification and Collective marks are for use by our *Members*.

### Limited right of Members to use the FDP Certification and Collective Marks

Subject to the terms of this Intellectual Property Policy, FDPI grants the right to use the FDP Certification and Collective Marks to those individuals who have been granted the status of either Full Member or Retired Member by FDPI. Only individuals who have been granted such status (each such individual is hereinafter referred to as a “Member,” and such status as “Membership”), but *not* those individuals who have been granted only the status of Affiliate Member, may use the FDP Certification and Collective Marks.

If FDPI revokes a Member’s Membership for any reason, or if such Membership is otherwise lapsed, including for failure to pay any Membership dues when the same are due (such Member, a “Lapsed Member”), any right to use any FDP Marks shall be automatically and immediately revoked without any obligation on behalf of FDPI to notify such Lapsed Member of such revocation. If the Lapsed Member fails to (1) cease using all of any FDP Marks within sixty (60) days of such revocation, then the Lapsed Member shall indemnify and hold harmless FDPI for all costs incurred, including but not limited to attorney’s fees and costs, in obtaining the Lapsed Member’s compliance with the terms of this Intellectual Property Policy.

The examples set forth below are intended to illustrate proper use of the FDP Marks. Any questions regarding proper use of the FDP Marks should be directed to FDPI staff by e-mail at [member@FDPinstitute.org](mailto:member@FDPinstitute.org).

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The FDP Marks are recognized symbols of the education and expertise that distinguish the Members from other investment professionals. If the FDP Marks are used improperly, FDPI may lose its rights to them. Each Member shall report any suspected improper use of the FDP Marks to FDPI.

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## I. Certification Marks

- **FDP®**
- **FDPI®**
- **Financial Data Professional**

### Purpose

FDPI's certification marks have a very specific and limited purpose: they indicate that the Member using them has passed all of FDPI's required examinations and has been granted Membership by FDPI. These certification marks are a critical means of assuring the public that it can always expect a high level of training and expertise when the FDP®, FDPI® and Financial Data Professional designations are used.

### Proper Use

The certification marks are typically used after the Member's name. For example:

- Robin Adams, FDP®  
-OR-  
Robin Adams, FDP
  - Robin Adams, Financial Data Professional
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## II. Collective Membership Marks

- **FDP Institute®**
- **Financial Data Professional Institute®**

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### Purpose

The purpose of the collective membership marks is very similar to that of the certification marks above: to assure the public that the person using the collective membership marks is a Member in good standing of FDPI.

### Proper Use

The collective membership marks must be preceded by the words “Full Member” or “Retired Member” and come after the Member’s name. The ® symbol should be placed in close proximity to the collective membership marks wherever they appear (e.g., on business cards and website advertisements). For example:

- Robin Smith, Full Member, FDP Institute®
- Taylor Jones, Retired Member, Financial Data Professional Institute®

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### III. Service Marks

- **FDP<sup>SM</sup>**
- **FDP Institute<sup>SM</sup>**
- **Financial Data Professional Institute<sup>SM</sup>**
- **The FDP Institute Logo shown above**

### Purpose

The service marks are intended for use only by FDPI itself to identify itself and its programs, in contrast to the certification and collective membership marks, which are used exclusively by Members. The circumstances when a Member might use the service marks instead of the certification marks or collective membership marks are extremely rare and Members should avoid using any FDP Marks other than the certification and collective membership marks as described above.

### Proper Use

The service marks are to be used by FDPI in its own materials when referring to its educational and other services, but not to refer to the Designation.

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An example of proper use of the service marks is as follows:

- FDP Institute<sup>SM</sup> is the world leader in financial data professional education.

### III. General Rules for Proper Use of All FDP Marks

#### A. Avoid Generic Uses

The FDP Marks must not be used as generic terms – i.e., as a common name for a category of products or services. In particular, the abbreviation FDP should never be used as a noun. Reference to all alternative investment analysts as “FDPs” would be improper and would lead to that mark becoming generic and losing all of its value, similar to what has happened with “thermos” and “escalator”. If the use becomes generic, both FDPI and its Members will lose their exclusive right to use these valuable service marks.

#### Improper Use

Examples of improper use of the FDP Marks are as follows:

- Robin Smith is a FDP.
- Robin Smith and Taylor Jones are FDPs.

#### B. Use Correct Symbols & Notices

Only use the ® and SM symbols as shown in the examples above. In particular, misuse of the ® symbol can lead to legal difficulties in some jurisdictions, so do not use the ® symbol except as specifically illustrated in this Policy.

In the text of documents where the repeated use of the ® or SM symbols may not be desirable or practical, then the first and most prominent use of a FDP Mark should include the appropriate symbol. Subsequent uses on the same document or page need not feature a trademark symbol but consider using boldface or italics as another means of distinguishing the mark.

The Financial Data Professional Institute® and FDP Institute® marks are federally registered; thus, the federal symbol (®) must be used with these marks wherever they appear.

It must always be specified in a tag line at the end of an article and at the bottom of an advertisement or promotional literature that the FDP Marks are the property of FDP Institute; for example:

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- The FDP Institute Logo is a registered service mark and FDP<sup>SM</sup> is a service mark owned by FDP Institute<sup>®</sup>.
- FDP<sup>®</sup> is a registered certification mark owned and administered by the Financial Data Professional Institute.

### C. Use Proper Capitalization

The abbreviation FDP must always appear in all capital letters. This rule applies even if you have chosen an all-lowercase design for your letterhead or business cards; there are no exceptions. With respect to the Financial Data Professional<sup>SM</sup> and Financial Data Professional Institute<sup>®</sup> marks, the first letter of each word must always be capitalized.

Examples of proper use of the collective and certification marks are as follows:

- Robin Smith, FDP<sup>®</sup>  
-OR-  
Robin Smith, FDP<sup>®</sup>
- Taylor Jones, Financial Data Professional

Examples of improper use of the service marks are as follows:

- Robin Smith, fdp<sup>®</sup>  
-OR-  
robin smith, fdp<sup>®</sup>
- Robin Smith is a financial data professional.

### D. No Alterations

The form of the FDP Marks must never be altered to create a new word, phrase, or design, and they must never be used in the plural or possessive forms.

Examples of improper use of the FDP Marks are as follows:

- Robin Smith, Professional in Financial Data

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The FDP Marks must not be used as part of, or incorporated in, the name of a company or imply that the company is entitled to use the FDP Marks. Additionally, the FDP Marks may not be used in a Member's e-mail address or in a personal or company domain name. These designations apply only to individuals.

Examples of improper use of the FDP Marks in company names and domain names are as follows:

- Robin Smith, Inc., Financial Data Professional
- Robin Smith FDP, Inc.
- RobinSmithFDP.com
- RobinSmithFDP.org

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