



**INVESTMENTS & WEALTH INSTITUTE®**

# ***Marks Usage Guide***

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**CIMA**® CERTIFIED INVESTMENT  
MANAGEMENT ANALYST®

**CPWA**® CERTIFIED PRIVATE  
WEALTH ADVISOR®

**and/or Certified Private Wealth Analyst<sup>SM</sup>**

**RMA**® RETIREMENT  
MANAGEMENT  
ADVISOR®

**and/or Retirement Management Analyst<sup>SM</sup>**

## Preamble and Summary of Marks Use

Individuals who have met the rigorous credentialing standards are licensed by Investments & Wealth Institute (“Institute”) f/k/a Investment Management Consultants Association (“IMCA”) to use the certification marks set forth below, collectively the “Institute’s Certification Marks”, in his or her business communications and marketing materials.

### “The Institute’s Certification Marks”

CIMA®  
Certified Investment Management Analyst®

CPWA®  
Certified Private Wealth Advisor® and/or  
Certified Private Wealth Analyst<sup>SM</sup>

RMA®  
Retirement Management Advisor® and/or  
Retirement Management Analyst<sup>SM</sup>

CIMC® and Certified Investment Management Consultant<sup>SM</sup>  
CIS® and Certified Investment Strategist<sup>SM</sup>

The Institute’s certified professionals (hereinafter, the “Certificants”) who have been granted the license to use the relevant Institute’s Certification Marks may also have cause to use the Institute’s Service Marks identified below, collectively the “Institute’s Service Marks.”

### “The Institute’s Service Marks”

- Investments & Wealth Institute®
- Investments & Wealth Society<sup>SM</sup>
- IMCA®
- Investment Management Consultants Association®

These Rules and Guidelines for Use of the Institute’s Certification Marks (“Marks Guide”) has been developed to assist Certificants in using the Institute’s Certification Marks in print and electronic business communications and marketing materials, including business cards, letterhead, advertisements, presentation materials, signage, websites, and other promotional materials, and in using the Institute’s Service Marks as needed.

Proper use of the Institute’s Certification Marks and the Institute’s Service Marks is critical, not only to maintaining the rights in the marks themselves, but also to maintaining the integrity of the investment knowledge symbolized by the certification marks and by the Institute. When properly used, the Institute’s Certification Marks and the Institute’s Service Marks represent the Institute’s high standards of excellence for investment and wealth management services and demonstrate Certificants’ commitment to upholding these standards. Moreover, many of the Institute’s Certification Marks and the Institute’s Service Marks are federally registered, and as such, must be used in compliance with relevant trademark and certification mark laws. Certification and trademark rights can be lost if not properly used, making them available for use by anyone. To prevent this from happening, the Institute mandates proper use of the Institute’s Certification Marks by Certificants in its *Code of Professional Responsibility and Disciplinary Rules and Procedures*.

Please familiarize yourself with this Marks Guide and adhere to its rules and guidelines when developing business communications and marketing materials that include the Institute's Certification Marks. While we have provided examples of how to use these marks properly, we cannot anticipate all possible uses. If you need further assistance or would like the Institute's Communications Department to review business materials that you are developing that include any of the Institute's Certification Marks, please contact [communications@i-w.org](mailto:communications@i-w.org). Thank you for your assistance in positioning and preserving the Institute's Certification Marks as symbols of the highest standards in investment and wealth management.

## **Section 1: License Requirements**

1.1 The Institute's Certification Marks and the Institute's Service Marks may be used only as described in this Marks Guide and in accordance with the Certificants' License Agreement with the Institute, which is entered into upon receiving certification of the relevant certification from the Institute, and which is renewed biennially when requirements for ongoing certification are met. All rights of certificants to use the Institute's Certification Marks are derived solely from that License Agreement, and the certificants have no rights in any of the Institute's Certification Marks other than those granted by the License Agreement.

1.2 All certificants and former certificants acknowledge that the Institute is the sole, absolute, and exclusive owner of all rights, title, and interest in and to the Institute's Certification Marks throughout the world in connection with awarding the Institute's Certification Marks and in providing certification services in connection with investment management consulting and analysis and wealth advising services. All certificants and former certificants acknowledge that the Institute is the sole, absolute, and exclusive owner of all rights, title, and interest in and to the Institute's Service Marks throughout the world in connection with providing promotion, education, association, research and testing services and any related services in connection with investment analysts, investment management counseling, and investment management professionals.

1.3 Certificants and former certificants agree not to challenge the validity of the Institute's Certification Marks and the Institute's Service Marks, and the goodwill associated therewith, in any country throughout the world.

1.4 Certificants and former certificants shall not adopt, use, or promote any mark that is confusingly similar to any of the Institute's Certification Marks or the Institute's Service Marks as determined by the Institute.

1.5 Certificants and former certificants agree not to challenge the Institute's sole, absolute, and exclusive ownership of all rights, title, and interest in and to the Institute's Certification Marks or the Institute's Service Marks in any country throughout the world

1.6 Certificants and former certificants shall not take, encourage, or promote any action that impairs or might impair the rights of the Institute in and to the Institute's Certification Marks and the Institute's Service Marks, or the goodwill associated therewith, or use the Institute's Certification Marks and the Institute's Service Marks in a way that would make it difficult for the Institute to assert its ownership of the marks in any country throughout the world.

1.7 All Certificants and former certificants are subject to the conditions relating to the respective marks for which he or she was certified as set forth in the CIMA/CPWA/RMA/CIS/CIMC License Agreements, the Institute's Code of Professional Responsibility and Disciplinary Rules and Procedures, and the relevant CIMA/CPWA/RMA/CIS/CIMC certification renewal policies and forms.

## Section 2: Quick Reference Rules for using the Institute’s Certification Marks

This section provides a brief overview of the proper use of the Institute’s Certification Marks. For more detailed and comprehensive rules and guidelines of the Institute’s Certification Marks or the Institute’s Service Marks, please refer to the appropriate sections of this Marks Guide.

### 2.1 Basic Rules for using the Institute’s Certification Marks

- Always use the short form certification mark in all capital letters with no other punctuation and always capitalize each word in the fully written certification mark: e.g., CIMA, CPWA, RMA, CIS, or CIMC
- Always use the appropriate symbol – either the registration symbol<sup>®</sup> or <sup>SM</sup> symbol -- at the end of all of the Institute’s Certification Marks, at least in the first reference to the mark in a single document/website page, in print and electronic materials, including email signatures: e.g., CIMA<sup>®</sup>, CPWA<sup>®</sup>, CIMC<sup>®</sup>, RMA<sup>®</sup>, CIS<sup>®</sup>
- Always use the Institute’s Certification Marks as adjectives qualifying and the Institute’s approved<sup>†</sup> noun describing your services: e.g. “Please contact one of our CIMA<sup>®</sup> advisors for an initial consultation.”

### 2.2 Notice of Certification Mark Rights

Whenever possible, use the Institute’s Certification Mark notice (“Mark Notice”) set forth below in all materials you use containing one or more of the Institute’s Certification Marks.

Substitute the appropriate certification mark or marks for which you are certified in place of “CIMA,” “Certified Investment Management Analyst,” in the text below, and reference the appropriate certification title (see bracketed text below) at the end of the paragraph to correspond to the identified certification mark or marks.

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Investments & Wealth Institute<sup>®</sup> (the Institute) is the owner of the certification marks “CIMA,” and “Certified Investment Management Analyst.” Use of CIMA, and/or Certified Investment Management Analyst signifies that the user has successfully completed the Institute’s initial and ongoing credentialing requirements for investment management professionals. [and/or requirements for “wealth advisors” and/or “investment strategists” and/or “investment management consultants” or in case of multiple certifications, “requirements for certification.”]

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With regard to social media sites or where there is insufficient room for the Mark Notice quoted in the immediately preceding paragraph, you may use the following condensed version:

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CIMA<sup>®</sup> is a registered certification mark of the Investments & Wealth Institute<sup>®</sup>. For more information about the Institute and the CIMA certification, please visit [investmentsandwealth.org](http://investmentsandwealth.org).

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<sup>†</sup> Investments & Wealth Institute Certification Marks should be used exclusively with the following approved nouns: “designee,” “certificant,” “professional,” “consultant,” “advisor,” “certification,” “designation,” or “mark.” “Certificate” is the only approved noun for the document that displays the certification earned.

## Section 3: Detailed Guidelines for use of the Institute’s Certification and Service Marks

### 3.1 Distinctive and Consistent use of the Institute’s Certification Marks

The short form of the Institute’s Certification Marks such as “CPWA” or “CIMA” or “CIMC” or “RMA” or “CIS” must be used in all capital letters and without periods, spaces or other punctuation between the letters. The long form of the Institute’s Certification Marks, such as “Certified Investment Management Analyst” must be used with capital letters at the beginning letter of each word of the mark.

*Correct:* CPWA®  
The Certified Investment Management Analyst® certification is available only through The Investments & Wealth Institute.  
John Doe is a Certified Investment Management Analyst® professional.

*Incorrect:* John Doe, cpwa  
C.P.W.A.  
C I S  
After obtaining certified investment strategist certification from the Institute, Joe returned to work with Standard Bank.  
John Doe is a certified private wealth advisor professional.

### 3.2 Identify the Certification Rights in the Mark

The registration symbol “®” or service mark symbol “SM” must be used with the Institute’s Certification Marks in its first use of the mark in a single document/website page, in print and electronic form, including email signatures.

*Note:* Not all email software applications recognize the registration symbol ® and service mark symbol SM. Therefore, a (R) or (SM) is acceptable, for example Jane Doe, CIMA(R).

*Correct:* Jane Doe is a CIMA® professional specializing in investment management consulting. There are two other CIMA professionals working in her office.  
There is only one RMA® advisor at that firm, but there were two RMA advisors there previously.

*Incorrect:* Jane Doe is a CPWA professional specializing in investment management consulting. John’s certification as a Certified Investment Management Consultant advisor made him more than qualified to speak on the topic.

### 3.3 Certification Marks are Adjectives, NOT Nouns or Verbs

The Institute’s Certification Marks must be used as adjectives (except when used to identify yourself professionally) modifying a generic noun describing the services.

The Institute’s Certification Marks may only be used with the following nouns exclusively approved by the Institute: “designee,” “certificant,” “professional,” “practitioner,” “consultant,” “advisor,” “analyst,” “holder,” “certification,” “designation,” “mark” or when referring to the document received upon certification, “certificate.”

**Correct:** John Doe is a CIMA® professional.  
 He practices investment management as a CIMC® consultant.  
 John is a Certified Investment Strategist<sup>SM</sup> designee specializing in investments.  
 The CPWA® professionals’ seminar was sold out.  
 Jane Doe and John Doe are CIMA® advisors.

**Incorrect:** John Doe is a CIMA.  
 He practices as a Certified Investment Management Consultant.  
 He practices wealth advising as a CPWA.  
 Jane Doe and John Doe are CIMAs.

**Correct Professional Identification Use:** John Doe, CIMA®  
 Doe Financial Services  
 John Doe, CPWA®

### 3.6 Use of the Institute’s Service Marks

Certificants may use the Institute’s Service Marks as needed to fairly describe the Institute and its services and his or her certification through the Institute or his or her other relationship to the Institute. At no time shall certificants use the Institute’s Service Marks as his or her own marks or in a manner that suggests sponsorship or a connection between the Institute and the certificants’ business other than that of credentialing entity and certificant. The registration symbol ® or service mark symbol <sup>SM</sup> must be used with the Institute’s Service Marks in the first use of any such mark in a single document/ website page in print and electronic form.

Note: If Certificant or certificants’ business has a co-branding agreement with the Institute, proper use of The Institute’s Service Marks in such case is addressed in the relevant agreement.

## Section 4: Use of the Institute’s Certification Marks for Business Communications

### 4.1 Letterhead, Business Cards, and Email Signatures

Letterhead and business cards using the Institute’s Certification Marks must show the marks after and in close proximity to the identified certificant.

#### DETAILED & SPECIFICALLY FORMATTED EXAMPLES

<p>JOHN DOE, CIMA®</p> <p>Doe Financial Services</p> <p>5619 DTC Parkway, Suite 500, Greenwood Village, CO 80111        +1 303-850-3080 (direct)        +1 303-770-1812 (fax)        johnd@i-w.org        www.investmentsandwealth.org</p>	<p>JOHN DOE, CPWA®</p> <p>Doe Financial Services</p> <p>5619 DTC Parkway, Suite 500, Greenwood Village, CO 80111        +1 303-850-3080 (direct)        +1 303-770-1812 (fax)        johnd@i-w.org        www.investmentsandwealth.org</p>
<p>JOHN DOE</p> <p>Certified Private Wealth Analyst<sup>SM</sup></p> <p>5619 DTC Parkway, Suite 500, Greenwood Village, CO 80111        +1 303-850-3080 (direct)        +1 303-770-1812 (fax)        johnd@i-w.org        www.investmentsandwealth.org</p>	<p>JOHN DOE</p> <p>Retirement Management Advisor®</p> <p>5619 DTC Parkway, Suite 500, Greenwood Village, CO 80111        +1 303-850-3080 (direct)        +1 303-770-1812 (fax)        johnd@i-w.org        www.investmentsandwealth.org</p>

## 4.2 Résumés

Résumés using the Institute’s Certification Marks must show the marks after and in close proximity to the identified certificant, with correct service identifying nouns. The notice of the Institute’s Certification Mark rights as identified in Section 2.2 should be used, as appropriate.

## 4.3 Online or Telephone Directory Advertisements and Listings

Directory ads using the Institute’s Certification Marks must show the marks after and in close proximity to the identified certificant. Telephone directory listings are an exception to the rule that the registration symbol ® must be used with the Institute’s Certification Marks, if the directory cannot reproduce these symbols.

## 4.4 Marketing Materials

The CIMA Certification Marks can only be used in office brochures, flyers and promotional or informational website pages in connection with identifying a specific certificant, not a business, and such use must be in close proximity to and after the identified certificant.

## 4.5 Signage

The Certification Marks can only be used in office signage in connection with identifying a specific certificant, not a business, and such use must be in close proximity to and after the identified certificant.

## Section 5: Proper use of the Institute’s Certification Marks in Articles, Books, and Newsletters

### 5.1 Use the marks as described in this Marks Guide.

### 5.2 In text, only the first use of each mark must include the appropriate registration or service mark symbol.

*Correct:* Jane Doe is a CIMA® professional and CPWA® designee, specializing in investment management consulting and wealth advising. There are two other CIMA professionals working in her office.

*Incorrect:* Jane Doe recently attained the Certified Investment Management Analyst certification. She works with another CIMA professional in Denver. Both CIMA professionals provide quality services.

### 5.3 Include Appropriate Notice of the Institute’s Certification Mark Rights

When possible, use the Institute’s appropriate Certification Mark Rights notice as set forth in Section 2.2.

## Section 6: Proper use of the Institute’s Certification Marks Online

### 6.1 Use the marks as described in this Marks Guide

#### 6.2 Websites

In the content of each individual website page, only the first use of each of the Institute’s Certification Mark must include the registration symbol ® or service mark SM symbol.

#### 6.3 Metatags

A Certificant should use the short and long form of the Institute’s Certification Marks only for which he or she is certified and only *one* time in the metatags of the code within each website page.

*Correct:* <META name “keywords” content = “CIMA®”>  
<META name “keywords” content = “CERTIFIED INVESTMENT MANAGEMENT ANALYST®, CIMA®”>  
<META name “keywords” content = “CIMC®”>  
<META name “keywords” content = “CERTIFIED PRIVATE WEALTH ADVISOR®, CPWA®”>

*Incorrect:* <META name “keywords” content = “CIMA, CIMA, CIMA, CIMA”>  
<META name “keywords” content = “CPWA, CPWA, CPWA, CPWA”>  
<META name “keywords” content = “CERTIFIED INVESTMENT MANAGEMENT ANALYST, CERTIFIED INVESTMENT MANAGEMENT ANALYST, CERTIFIED INVESTMENT MANAGEMENT ANALYST”>  
<META name “keywords” content = “Certified PRIVATE WEALTH ADVISOR, Certified PRIVATE WEALTH ADVISOR, CERTIFIED PRIVATE WEALTH ADVISOR”>  
<META name “keywords” content = “IMCA, Investment Management Consultants Association”>

#### 6.4 Hyperlinks

The Institute’s Certification Marks may only be used as hyperlinks linked directly to the Institute’s website [www.investmentsandwealth.org](http://www.investmentsandwealth.org) from a certificant’s website.

**6.5** The Institute’s appropriate Certification Mark Rights notice in its entirety as set forth in Section 2.2 should appear in an easily visible location on any website page where the Institute’s Certification marks are used.

#### 6.6 Domain Names

The Institute’s Certification or Service Marks may NOT be used as part of a domain name.

*Correct:* www.johndoeinvestmentmanagement.com; www.abcwealthadvisors.com  
*Incorrect:* www.johndoeCIMA.com; www.johndoeimcacertified.com; www.AskJaneCPWA.com

#### 6.7 Email Addresses & Signatures:

The Institute’s Certification Marks may not be used as part of an email address. The rules of the Marks Guide apply to all business communications and marketing materials, including email signatures

*Correct:* jdoe@hotmail.com; abcinvestmentmanagement@mchsi.com  
*Incorrect:* CIMApjohndoe@aol.com jdoecpwa@msn.com John\_Doe@CIMA4U.com

## FREQUENTLY ASKED QUESTIONS

<b>Q.</b>	<b>How do I know if I have fully complied with the requirements?</b>
<b>A.</b>	You may contact the Institute’s communication department with any questions, at +1 303-850-3079 or <a href="mailto:communications@i-w.org">communications@i-w.org</a>

<b>Q.</b>	<b>What are “marks”?</b>
<b>A.</b>	<p>“Marks” refer to the marks Investments &amp; Wealth Institute owns: CIMA®, CPWA®, RMA®, CIS®, CIMC®, Certified Investment Management Analyst®, Certified Private Wealth Advisor®, Certified Private Wealth Analyst<sup>SM</sup>, Retirement Management Advisor®, Retirement Management Analyst<sup>SM</sup>, Certified Investment Strategist<sup>SM</sup>, and Certified Investment Management Consultant<sup>SM</sup>. IMCA®, Investment Management Consultants Association® and Investments &amp; Wealth Institute®, also are marks owned by the Institute, but these marks are not licensed to designees.</p> <p>Please note: For those who are authorized by Investments &amp; Wealth Institute to use the marks CIMC® and Certified Investment Management Consultant® marks, please follow the same rules set forth for use of the CIMA® marks.</p>

<b>Q.</b>	<b>How do I make the ® symbol in my Word document or on my website page?</b>
<b>A.</b>	In a Word document: To enter the ® symbol, hold down the Ctrl and Alt keys, and type the letter “r” or select insert and symbol then choose ®. To make the symbol superscript, select the symbol and press Ctrl + Shift + “+”, or select format and font, then check the superscript box. To make slightly smaller, highlight the symbol and press Ctrl + “[“ to shrink the text one point size. HTML code for a website page: ® = &#174; ® = &#x2120

<b>Q.</b>	<b>Why is the Institute so concerned with enforcing correct use of the CIMA® marks, CPWA® marks, and RMA® marks?</b>
<b>A.</b>	Trademark enforcement is important to protect the public and enhance professionalism. It is imperative that the CIMA® marks, CPWA® marks, and RMA® marks do not fall into common use. If the marks fall into common use, the public will not be able to differentiate between a consultant who has completed the Institute’s rigorous credentialing program of education, examination, experience, and ethics and one who has not.

<b>Q.</b>	<b>Why must I use the ® registration symbol in connection with my CIMA®, CPWA® and RMA® certification, when other professionals, such as doctors, lawyers, and CPAs don’t have to?</b>
<b>A.</b>	<p>Professionals such as doctors, lawyers, and CPAs are governed by state law and earn degrees and titles such as MD and JD. Unlike doctors and lawyers, CIMA®, CPWA®, and RMA® professionals have met certain program requirements set forth by the Institute and, with that, the license to use the CIMA®, CPWA®, and RMA® certification marks. Certification marks are a special type of trademark indicating that the owner of the marks has certified that the goods or services (in your case, investment management consulting and/or wealth advising services) provided by an individual or organization have met certain standards. Examples of other certification marks are:</p> <ol style="list-style-type: none"> <li>1. Underwriters Laboratories’ certification mark for electrical equipment that complies with its standards.</li> <li>2. O.K. Laboratories’ certification mark for foods or restaurant/catering services that are kosher.</li> </ol>

<b>Q.</b>	<b>Using the ® symbol makes me feel like a product, not a person. Why should I use these symbols?</b>
<b>A.</b>	To ensure that the public (including current and potential clients) understands what the marks stand for, certain trademark protection requirements must be upheld. The use by CIMA®, CPWA®, and RMA® professionals of the ® symbol in combination with the certification marks goes beyond merely designating the CIMA®, CPWA®, or RMA® marks professionals' personal and educational accomplishments, but also indicates that the CIMA®, CPWA® or RMA® consultant has met all of the requirements for using the certification, such as agreeing to adhere to the Investments & Wealth Institute <i>Standards of Practice</i> and <i>Code of Professional Responsibility</i> . Over a period of time, without trademark recognition and protection activities, anyone could use the CIMA® marks, CPWA® marks, or RMA® marks and call himself or herself a “certified investment management analyst”, “certified private wealth advisor, or “retirement management advisor.” Proper use of the marks and associated symbols by CIMA®, CPWA®, and RMA® designees assists the Institute in maintaining its rights to the marks and its unique ability to certify investment management consultants and wealth advisors as CIMA®, CPWA®, and RMA® professionals. Proper use also enhances the value of the marks.

<b>Q.</b>	<b>Why does the Institute’s certifications use the ® symbol?</b>
<b>A.</b>	The CIMA®, CPWA®, and RMA® certifications are registered trademarks owned by the Investments & Wealth Institute (formerly IMCA®), and the ® symbol provides notice that mark federal registrations rights exist.

<b>Q.</b>	<b>Why must I add an approved noun to the CIMA®, CPWA®, and RMA® certifications?</b>
<b>A.</b>	Under trademark law, a certification mark must not be used as a title or degree. In practical terms, the use of the CIMA® marks, CPWA® marks, and RMA® marks as adjectives in connection with a noun is appropriate use under federal law. One requirement imposed on the Institute as a certification mark owner is to maintain quality control over the use of its proprietary certification marks by its designees. Accordingly, the Institute has issued this list of terms as a convenient way to ensure uniform and proper use of the marks.

<b>Q.</b>	<b>May I choose which Institute-approved noun I wish to use?</b>
<b>A.</b>	Yes. It is entirely the choice of the individual. However, it should be used correctly and according to the rules in this Marks Guide.

<b>Q.</b>	<b>My telephone company didn’t/won’t add the ® after the CIMA® mark and they didn’t/won’t follow my other directions regarding adding the noun; what should I do?</b>
<b>A.</b>	The Institute realizes that some telephone companies will not adhere to trademark regulations in their printed material.

<b>Q.</b>	<b>Will I be held responsible for third-party trademark misuse?</b>
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<b>A.</b>	The Institute understands that third-party use of the CIMA® marks, CPWA® marks and RMA® marks, is not within your control. As a CIMA®, CPWA®, or RMA® designee, you have agreed to comply with the rules in this Marks Guide, and we ask that you help educate third parties who may use the marks in association with your name, including the media, about correct use of the CIMA® marks, CPWA® marks, and RMA® marks. The Institute will not bring a designee before professional review because of third-party misuse of the CIMA® marks, CPWA® marks or RMA® marks. Designees may, however, be subject to the professional review process due to misuse of the CIMA® marks, CPWA® marks, or RMA® marks in their own materials, combined with an extended period of nonresponse to the Institute’s requests to stop misusing the marks. Designees are encouraged to notify the Institute of improper use that comes to their attention.
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<b>Q.</b>	<b>What happens if I don’t follow the rules in this Marks Guide?</b>
<b>A.</b>	As a CIMA® designee, CPWA® designee, or RMA® designee you have agreed to adhere to the rules and regulations set by the Institute and to follow this Marks Guide as a condition of your license to use the CIMA® marks, CPWA® marks or RMA® marks. If for some reason you decide not to follow the rules in this guide, you may be subject to the Institute’s disciplinary process and could have your certification revoked.

<b>Q.</b>	<b>Why is it incorrect to call myself a “CIMA®”, “CPWA®” or “RMA®”?</b>
<b>A.</b>	One of the most important rules to remember is to use the CIMA® marks, CPWA® marks and RMA® marks as adjectives rather than as nouns or as titles. Trademark law specifically precludes titles and designations from receiving trademark protection. As such, it is important to understand that the CIMA® marks, CPWA® marks and RMA® marks do not indicate a title, but a certification that is given in recognition of one’s satisfaction of the Institute’s initial and ongoing standards. Therefore, it is correct to identify yourself as a “CIMA® designee”, “CPWA® designee,” or “RMA® designee,” but it is incorrect to say that you are a “CIMA®” or “CPWA®” or “RMA®.” In other words, in your written materials and when speaking with others, always use the CIMA® marks, CPWA® marks, and RMA® marks as proper adjectives modifying one of the Institute’s approved nouns: “designee,” “professional,” “consultant,” or “advisor.”

<b>Q.</b>	<b>What are the basic guidelines for use of trademark symbols?</b>
<b>A.</b>	You must use the ® symbol after the “CIMA®”, “CPWA®”, “RMA®” Certified Investment Management Analyst®, and Certified Private Wealth Advisor®, Certified Private Wealth Analyst <sup>SM</sup> , Retirement Management Advisor®, and Retirement Management Analyst <sup>SM</sup> marks on your business communications and marketing materials. In written materials, such as newsletter stories, news releases, and correspondence, use the ® symbol in connection with the CIMA® marks, CPWA® marks, or RMA® marks, Certified Investment Management Analyst® marks, Certified Private Wealth Advisor® marks, Certified Private Wealth Analyst <sup>SM</sup> marks, Retirement Management Advisor® marks, and Retirement Management Analyst <sup>SM</sup> marks, at least upon the first mention of the marks.

<b>Q.</b>	<b>How does the Institute monitor correct use of the marks?</b>
<b>A.</b>	CIMA® designees, CPWA® designees and RMA® designees help us protect the trademarks’ exclusivity by notifying us when they observe a potential unauthorized use or misuse of the CIMA® marks, CPWA® marks, and RMA® marks. We also monitor the media and government for misuse of the marks.

<b>Q.</b>	<b>What are the consequences of using the marks improperly?</b>
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<b>A.</b>	Often, the issue can be solved simply by notifying the party of the incorrect use, asking that it be corrected, and requesting proof that the change has been made. If the changes are not made, the Institute can take disciplinary action, in the case of a CIMA <sup>®</sup> , CPWA <sup>®</sup> , and RMA <sup>®</sup> designee, and civil legal action based on trademark law, in any case of unauthorized third party use.
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<b>Q.</b>	<b>How do I use trademark symbols in my email documents?</b>
<b>A.</b>	The Institute recommends placing a capital “R” in parentheses, thus: (R) if you cannot use the registered trademark symbol. Regardless of what program your email recipient is using, the message that the CIMA <sup>®</sup> , CPWA <sup>®</sup> , RMA <sup>®</sup> , Certified Investment Management Analyst <sup>®</sup> , Certified Private Wealth Advisor <sup>®</sup> , Certified Private Wealth Analyst <sup>SM</sup> , Retirement Management Advisor <sup>®</sup> , and Retirement Management Analyst <sup>SM</sup> marks are registered is conveyed. If you use Microsoft Word as your email editor, Word may automatically correct the parentheses into the actual trademark symbols.

<b>Q.</b>	<b>How do I correctly reference the education process or in-class university portion of the program for earning the CIMA<sup>®</sup>, CPWA<sup>®</sup> or RMA<sup>®</sup> certification?</b>
<b>A.</b>	It is important that you do not mislead the public into believing that, by attaining either certification, you earned a degree from one of our partner universities. Therefore, designees should use the following wording as a model when referencing the relationship between the Institute, the certification, and the education providers: <ul style="list-style-type: none"> <li>• “Mr. Doe holds the Certified Investment Management Analyst<sup>®</sup> certification, administered by the Investments &amp; Wealth Institute and taught in conjunction with The Wharton School, University of Pennsylvania.”</li> <li>• “Mr. Doe holds the Certified Investment Analyst<sup>®</sup> certification, administered by Investments &amp; Wealth Institute and taught in conjunction with The University of Chicago Booth School of Business.”</li> <li>• “Ms. Doe holds the Certified Private Wealth Advisor<sup>®</sup> certification, administered by the Investments &amp; Wealth Institute and taught in conjunction with The University of Chicago Booth School of Business.”</li> </ul>

<b>Q.</b>	<b>How do I designate that I previously earned a certification but no longer hold it?</b>
<b>A.</b>	It is important not to mislead others in your use the marks. If you once held a designation, you can state that you earned the certification and include a statement close in proximity that indicates that you no longer hold the designation. For example: “Mr. Doe earned the CIMA <sup>®</sup> certification in 1989.” Such a statement should have a sentence afterwards that “Mr. Doe is not currently licensed to use the CIMA <sup>®</sup> designation.”