

General Trademark Guidelines

The NDEB means The National Dental Examining Board of Canada as created by the Act to Incorporate the National Dental Examining Board of Canada (1952) 1 Elizabeth II Chapter 69 as amended by (1973) 21-22 Elizabeth II, Chapter 55.

“The National Dental Examining Board” in English and in French “Le Bureau national d’examen dentaire du Canada”, the NDEB and BNED acronyms, and the logos are owned by the NDEB (“Trademarks”) and protected under Canadian trademark and copyright laws. The Trademarks are valuable assets and by following these guidelines, you help the NDEB protect its valuable trademark rights and strengthen brand identity. Trademarks are used to provide assurance to the public of the quality of the products and services with which the trademark is associated. The following guidelines govern use of the NDEB Trademarks by third parties, in order to protect the value of the Trademarks and provide guidance to third parties on how they should and should not use the Trademarks. Unauthorized use of the Trademarks, or confusingly similar marks, which does not comply with these guidelines are prohibited and may constitute trademark and/or copyright infringement.

Except for the limited right to use as expressly permitted under these Guidelines, no other rights of any kind are granted hereunder, by implication or otherwise. If you have any questions regarding these guidelines, or are interested in obtaining a license to use the NDEB Trademarks, please contact the NDEB at:

The National Dental Examining Board
80 Elgin St. 2nd Floor
Ottawa, Ontario
Canada

Email: info@ndeb-bned.ca

Permitted usage

1. Only the NDEB and its authorized licensees may use the Trademarks in advertising, promotional, and sales materials. Such authorized parties may use the Trademarks only as specified in their agreement with the NDEB and any associated guidelines and such use must always be in conjunction with the appropriate terms that define the relationship authorized by their contract with the NDEB.
2. You may use the word marks, “The National Dental Examining Board” or NDEB in English and “Le Bureau national d’examen dentaire du Canada” or BNED in French (“Word Marks”), for purpose of description or identification where such use does not suggest sponsorship or endorsement by the NDEB and is not being used in a manner that is confusing to the public.
3. You may use the Word Marks in connection with book titles, test resources or newsletters provided you comply with the following requirements:

- a. The use is referential, not part of the title of the publication, and less prominent than the title.
- b. The use reflects favourably on the NDEB and its services, products or resources.
- c. A disclaimer of sponsorship, affiliation, or endorsement by the NDEB, similar to the following, is included on the publication, preferably on the front or back cover of your publication, and on all related printed materials: "(Title) is an independent publication and has not been authorized, sponsored, or otherwise approved by the NDEB"
- d. The use of the Word Marks is followed immediately by a noun referencing the service or product offered by the NDEB, e.g., NDEB exams.

Restricted use:

1. You may not use any of the NDEB Trademarks in your company name, product or service name, or domain name.
2. You may not use any NDEB logo or tagline, on or in any manner that directly or indirectly expresses or implies NDEB sponsorship, affiliation, certification, approval, or endorsement in relation to your web sites, products, packaging, manuals, promotional/advertising materials or in such a manner that it appears that the NDEB is legally associated with your company except pursuant to an express written trademark license from the NDEB.
3. Your product name may not be confusingly similar to any NDEB Trademark.
4. You may not use any NDEB Trademark in a manner that is disparaging, defamatory, libelous or depreciates the goodwill of the NDEB's trademarks, any of its products/services.
5. The NDEB reserves the right, in its sole discretion, to revoke any permission to use the Word Marks.

Rules for Proper Use of Trademarks

1. Trademarks are adjectives used to modify nouns; the noun is the generic name of a product or service.

Correct: I plan to write the NDEB exams this year.

Not Correct: Plan to pass the NDEB.

2. As adjectives, trademarks may not be used in the plural or possessive form.

Correct: I wrote two NDEB exams.

Not Correct: I wrote two NDEBs.

3. An appropriate generic term must appear after the trademark the first time it appears in a printed piece, and as often as is reasonable after that.

4. Always spell and capitalize NDEB's Trademarks exactly as they are shown. Do not shorten or abbreviate Trademarks. Do not make up names that contain NDEB's Trademarks.

5. The trademark owner should be identified whenever possible.

"NDEB", and "The National Dental Examining Board" are either registered trademarks or trademarks of The National Dental Examining Board.

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