

## RULES FOR PROPER USAGE OF THE CDFA® MARK WITH CERTIFICATION SERVICES

- 1.1 The CDFA® mark must be clearly associated with the individual(s) certified by Institute for Divorce Financial Analysts.  
**Correct Use:** Allison Smith, CDFA®  
**Misuse:** DIVORCEPRO Financial employs three CDFA® professionals.
- 1.2 The CDFA® mark must appear in all capital letters and without periods between the letters.  
**Correct Use:** Paul Smith, CDFA®  
**Misuse:** Paul Smith, C.D.F.A.®
- 1.3 The CDFA® mark must always appear with a superscript ® symbol. If the ® symbol cannot be created, a capital R in parentheses must be placed after the mark as a substitute, i.e. CDFA(R).  
**Correct Use:** Allison Smith is a CDFA® professional. Allison Smith is a CDFA(R) certificant.  
**Misuse:** Paul Smith is a CDFA professional. Paul Smith, CDFA
- 1.4 The CDFA® mark must not be used as a parenthetical abbreviation for Certified Divorce Financial Analyst®.  
**Correct Use:** Paul Smith is a CDFA® practitioner or Certified Divorce Financial Analyst® practitioner.  
**Misuse:** Paul Smith is a Certified Divorce Financial Analyst® (CDFA®) professional.
- 1.5 The CDFA® mark must be followed by one of the following six approved nouns, except when the mark immediately follows a certificant's name: • professional • practitioner • certificant • certification • mark • exam  
**Correct Use:** Allison Smith, CDFA®. Allison Smith is a CDFA® certificant.  
**Misuse:** Paul Smith is a CDFA®.
- 1.6 The CDFA® mark may not be used as a plural or possessive word.  
**Correct Use:** Paul and Allison Smith are CDFA® practitioners.  
**Misuse:** Allison and Paul Smith are CDFAs®. The CDFA's® seminar was sold out.
- 1.7 CDFA® certificants may not own or use an e-mail address or internet domain name that includes the CDFA® mark.  
**Correct Use:** AllisonSmith@hotmail.com, [www.AllisonSmithfinancial.com](http://www.AllisonSmithfinancial.com)  
**Misuse:** ASmithCDFA@aol.com, ASmith@AllisonCDFA.com, [www.AllisonSmithCDFA.com](http://www.AllisonSmithCDFA.com)

DID YOU KNOW? According to United States trademark law, a trademark should be used as an adjective (as it is identifying the source of the certification), not as a noun or verb, in order to prevent the mark from becoming generic. This is why the Institute for Divorce Financial Analysts requires a noun to follow the CDFA® and Certified Divorce Financial Analyst® marks.

## RULES FOR PROPER USAGE OF THE CERTIFIED DIVORCE FINANCIAL ANALYST® MARK WITH CERTIFICATION SERVICES

- 2.1 The Certified Divorce Financial Analyst® mark must be clearly associated with the individual(s) certified by IDFA.  
**Correct Use:** Paul Smith is a CERTIFIED DIVORCE FINANCIAL ANALYST® certificant. Paul Smith, CERTIFIED DIVORCE FINANCIAL ANALYST®  
**Misuse:** DIVORCEPRO Financial employs three Certified Divorce Financial Analyst® professionals.
- 2.2 The Certified Divorce Financial Analyst® mark must always appear with initial capital letters (i.e., first letter in each word capitalized), in all capital letters, or some type of “small cap” font (this is a font that displays all letters of the word capitalized, but makes the first letters of each word slightly bigger).  
**Correct Use:** Paul Smith is a Certified Divorce Financial Analyst® professional. Paul Smith is a CERTIFIED DIVORCE FINANCIAL ANALYST® professional. Paul Smith is a CERTIFIED DIVORCE FINANCIAL ANALYST® professional.  
**Misuse:** Paul Smith is a certified Divorce Financial Analyst® professional. Paul Smith is a certified divorce financial analyst® professional.
- 2.3 The Certified Divorce Financial Analyst® mark must always appear with a ® symbol. If the ® symbol cannot be created, a capital R in parentheses must be placed after the mark as a substitute, i.e., Certified Divorce Financial Analyst(R).  
**Correct Use:** Allison Smith obtained her Certified Divorce Financial Analyst® certification in 1995. Allison Smith obtained her Certified Divorce Financial Analyst(R) certification in 1995.  
**Misuse:** Allison Smith obtained her Certified Divorce Financial Analyst certification in 1995. Paul Smith is a Certified Divorce Financial Analyst practitioner.
- 2.4 The Certified Divorce Financial Analyst® mark must not be used as a parenthetical expansion of the CDFA® mark.  
**Correct Use:** Paul Smith is a Certified Divorce Financial Analyst® professional or CDFA® professional.  
**Misuse:** Paul Smith is a CDFA® (Certified Divorce Financial Analyst®) professional. Paul Smith is a Certified Divorce Financial Analyst® (CDFA®) professional.
- 2.5 The Certified Divorce Financial Analyst® mark must be followed by one of the following six approved nouns, except when the mark immediately follows a certificant’s name: • professional • practitioner • certificant • certification • mark • exam  
**Correct Use:** Allison Smith is a Certified Divorce Financial Analyst® professional. Paul Smith obtained his Certified Divorce Financial Analyst® certification. Allison Smith, Certified Divorce Financial Analyst®  
**Misuse:** Allison Smith is a Certified Divorce Financial Analyst®.
- 2.6 The form of the words in the Certified Divorce Financial Analyst® mark may not be altered or changed.  
**Misuse:** Paul Smith practices Certified Divorce Financial Analysis®.

- 2.7 The Certified Divorce Financial Analyst® mark cannot be used as a plural or possessive word.  
**Correct Use:** Paul and Allison Smith are Certified Divorce Financial Analyst® certificants.  
**Misuse:** Paul and Allison Smith are Certified Divorce Financial Analysts®. The Certified Divorce Financial Analyst's® seminar was sold out.
- 2.8 CDFA® certificants may not own or use an e-mail address or internet domain name that includes the Certified Divorce Financial Analyst® mark.  
**Correct Use:** AllisonSmith@hotmail.com, [www.AllisonSmithfinancial.com](http://www.AllisonSmithfinancial.com)  
**Misuse:** [ascertifieddivorcefinancialanalyst@aol.com](mailto:ascertifieddivorcefinancialanalyst@aol.com),  
ASmith@Allisoncertifieddivorcefinancialanalyst.com,  
[www.AllisonSmithcertifieddivorcefinancialanalyst.com](http://www.AllisonSmithcertifieddivorcefinancialanalyst.com)

DID YOU KNOW? Aspirin, escalator, and yo-yo all started off as strong trademarks, but became generic terms when their owners failed to take appropriate measures to prevent improper use of those marks.