

**ASTD Certification Institute  
License for Use of CPLP Certification Trademark and Logo  
Effective December 2008**

The CPLP Certification Trademark and Logo are the property of the ASTD Certification Institute (ASTD CI). A CPLP Designee may use the trademark and logo in accordance with the terms and conditions set forth below. Use of the trademark and logo shall constitute consideration for, agreement to, and acceptance of the following terms and conditions of this license.

**The Trademark**

1. The CPLP certification trademark may only be represented as CPLP or as Certified Professional in Learning and Performance.
2. Individuals who have earned the CPLP credential may use the certification trademark by placing CPLP after their name and in no other manner. In using the CPLP certification trademark, individuals must not alter or add to it.
3. Individuals who provide services related to obtaining or sustaining the CPLP credential may use their own logo or graphic, but the logo or graphic may not incorporate "CPLP" in it, must be clearly identified as separate from the CPLP certification trademark, and must not suggest any connection with the ASTD Certification Institute.

**The Logo**

1. The CPLP logo is the sole and exclusive property of ASTD CI and as such ASTD CI restricts its use by third parties in any form without its explicit permission.
2. In the case of CPLP designation, ASTD CI does permit use of the logo in the form of an ASTD CI issued CPLP lapel pin by individuals who received the CPLP designation, and are in current standing, provided that such use is made pursuant to the terms and conditions of this limited and revocable license. Any failure by a CPLP Designee to comply with the terms and conditions contained herein, or failure to comply with other ASTD CI policies or procedures, may result in the immediate revocation of the CPLP credential in addition to any other sanctions imposed by ASTD CI. The interpretation and enforcement of these terms and conditions, and compliance therewith, shall be made by ASTD CI in its sole discretion.

The certification trademark and the CPLP lapel pin may not be used in any manner that, in the sole discretion of ASTD CI, discredits or tarnishes the reputation and goodwill of ASTD CI; is false or misleading; violates the rights of others; violates any law, regulation or other public policy; or mischaracterizes the relationship between the CPLP Designee and ASTD CI, including but not limited to any use of the trademark and the CPLP lapel pin that might be reasonably construed as an endorsement, approval, or sponsorship by ASTD CI of the CPLP Designee's products or services.

Use of the trademark and the CPLP lapel pin shall create no rights for a CPLP Designee beyond the terms and conditions of this limited and revocable license. The trademark and CPLP lapel pin shall remain at all times the sole and exclusive intellectual property of ASTD CI. ASTD CI shall have the right at any time to request samples of use of the trademark and the CPLP lapel pin by any Designee in order to determine the nature and

extent of a Designee's compliance with these terms and conditions. Without further notice, ASTD CI reserves the right to prohibit use of the trademark and CPLP label pin if it determines, in its sole discretion, that the CPLP Designee's trademark and CPLP label pin usage, whether willful or negligent, is not in strict accordance with the terms and conditions of this license, or could otherwise discredit or tarnish the reputation and goodwill of ASTD CI.

Any questions concerning use of the certification trademark, logo or the terms and conditions of this license should be directed to ASTD CI.