

# Agreement for Use of CVPM Logo

CVPM restricts the use of the certification logo as stated in the following policy:

The Certified Veterinary Practice Manager (CVPM) logo is a trademark and the property of Veterinary Hospital Managers Association (VHMA). However, VHMA grants a license to use the CVPM logo to its CVPM members in good standing. Only members who have earned and maintained their CVPM certification can use the CVPM logo. CVPM members are not authorized to use any other logo or trademark that is the property of VHMA.

Members in good standing are authorized to use the CVPM logo for the purpose of identifying their certification status. The CVPM logo may not be used in any manner to imply that a member is in any way an agent of CVPM certification program or the VHMA or that the CVPM certification program or the VHMA in any way warrants, approves, or endorses any product or service provided by the member.

The CVPM logo can be used on a member's business cards, personal letterhead, and personal branded merchandise (i.e., shirts, sweatshirts, mugs, bags, etc.). Any other use of the CVPM logo not specifically enumerated must be approved by VHMA. CVPM members are prohibited from allowing their employer to use the CVPM logo on the employer's letterhead or promotional materials. Any employer who does so will be subject to trademark infringement liability.

The CVPM logo should be printed using the following colors identified in the [VHMA Style Guide](#). A graphic file will be provided by the VHMA staff upon request.



The right to use the CVPM logo shall terminate and be revoked upon the member's failure to remain in good standing, in the event of misuse by the member as determined by VHMA, or any other breach of this Policy for Use. Upon such termination and/or revocation, the CVPM member will eliminate the use of the CVPM logo from all materials, products, and services, regardless of whether such materials, products, and services are preprinted or pre-existing at that time.

Legal action will be taken against anyone who uses the CVPM logo in violation of the above policy.

**I have read the Policy for Use of the CVPM Logo and agree to abide by the policy.**

NAME (PRINT) \_\_\_\_\_

DATE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

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