



American Association of Tissue Banks ®

***Policy
For the Use of
Trademarks, Service Marks and
Certification Marks***

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Policy for the Use of Trademarks, Service Marks and Certification Marks

I. Introduction.

The American Association of Tissue Banks (AATB or the Association) is a professional, non-profit, scientific and educational organization. We are the only national tissue banking organization in the United States (U.S.), and our membership totals more than 125 accredited transplant tissue banks and non-transplant anatomical donation organizations (Accredited Institutions), and over 1,800 individual members. Accredited Institutions recover tissue from more than 30,000 donors and distribute in excess of two million allografts for transplant annually. Most of the human tissue distributed for transplant in the U.S. comes from AATB-accredited tissue banks.

The Association was founded in 1976 by a group of doctors and scientists who had started in 1949 our nation's first tissue bank, the United States Navy Tissue Bank. Recognizing the increasing use of human tissue for transplant, these individuals saw the need for a national organization to develop standards, promote ethics and increase donations.

Since our beginning, the AATB has been dedicated to improving and saving lives by promoting and facilitating the safety, quality and availability of donated human tissue. To fulfill that mission, since 1984, the AATB has published the only authoritative industry standards for tissue banks, the AATB's *Standards for Tissue Banking (Standards)*. Beginning in 1986, the AATB initiated a mandatory Accreditation Program for our institutional members to ensure that tissue-banking activities are performed in a professional manner in compliance with these *Standards*. In 1988, the Association began a certification program for individuals working in tissue banking. In 2013, the Association initiated a Preferred Provider program through which AATB-accredited institutions can obtain more efficient access to tissue banking supplies and services from vendors and/or distributors with whom AATB has entered into a Preferred Provider agreement. The Association also interacts with regulatory agencies and conducts educational meetings.

This *Policy* is intended to ensure consistency, appropriate use, and the integrity of the AATB's logos and service marks. ***These guidelines apply to all use of American Association of Tissue Banks logos and marks by any person.*** The AATB reserves the right to revise this *Policy* at any time. This document will be reviewed at least annually and will be posted on the AATB website for review by AATB members, Accredited Institutions, Certified Tissue Bank Specialists, Preferred Providers, and members of the public.

If you have any questions, please contact the American Association of Tissue Banks executive office at: 703-827-9582, or at: aatb@aatb.org.

II. Authorized Use of AATB Logos and Marks.

A. General. The terms, “American Association of Tissue Banks” and “AATB,” as well as the *AATB Corporate Logo*, *Accredited Institution Logo*, *Certified Tissue Bank Specialist Logo* and *Preferred Provider Logo* are federally registered marks and the exclusive property of the American Association of Tissue Banks. AATB may, at its discretion, adopt and/or register additional marks.

Federal law prohibits the use of:

“...any word, term, name, symbol ...which is likely to cause confusion, or to cause mistake, or to deceive as to the affiliation, connection, or association...or as to the origin, sponsorship, or approval of [the user’s] goods, services, or commercial activities...” [15 U.S.C. 1125(a)(1)(A)]

Significantly, the law proscribes any use that is likely to cause confusion as to affiliation or sponsorship; it is not necessary to show that the user intended to create such confusion.

1. Because of the non-profit, standard-setting and accrediting purpose and nature of AATB’s activities, the Association substantially restricts the permitted use of its service marks by others, including by present or former AATB members and presently or formerly AATB-accredited institutions.
 - (a) Present or former AATB members may use the Association’s service marks, “American Association of Tissue Banks” and “AATB”, only for the purpose of stating that they are, or previously were, a member of the Association, and in stating the specific dates or period of such membership.
 - (b) Presently or formerly AATB-accredited establishments may use the Association’s service marks, “American Association of Tissue Banks” and “AATB”, only for the purpose of stating that they are, or previously were, accredited by the Association, and in stating the specific dates or period of such accreditation.
2. No other use of AATB service marks, and no use of AATB logos, may be made by any person except as expressly authorized by this *Policy*. For example no person may use an AATB service mark for the purpose, or with the effect, of:
 - (a) advertising a product or business;
 - (b) stating or implying that AATB does not enforce the highest, or adequate, standards;
 - (c) adversely affecting AATB’s reputation; or
 - (d) making comparative references between or among:
 - (i) entities accredited and/or not accredited by AATB;

- (ii) AATB and other standard setting or accrediting bodies; or
 - (iii) AATB standards and the standards or rules of other standard-setting, accrediting or enforcement institutions.
3. Permitted use of AATB marks must include the ® symbol, which indicates that the mark is protected through registration with the U.S. Patent and Trademark Office. When others besides AATB make authorized use of an AATB mark, there also should be a statement that the mark (or all marks, as appropriate) is a registered service mark of the American Association of Tissue Banks, in order to prevent confusion as to ownership.
 4. All uses of AATB marks must be in compliance with the guidelines set forth in this *Policy*. Any use of an AATB mark that is not authorized by this *Policy* is prohibited, and any intended use of an AATB mark or logo that is not authorized by these guidelines must be approved in advance by AATB.
 5. Anyone who receives permission from AATB to use the Association's marks and logos incurs an obligation to adhere to the requirements of this *Policy* and to maintain the integrity and consistency of the marks, logos and messages.
 6. ***AATB logos and marks are proprietary and, as such, may not be used in any way to suggest that the AATB endorses another organization's or firm's products or services.***
 7. Violations of this *Policy* will be addressed by the AATB through appropriate means. These may include, but are not limited to: posting of the offending party's identity on the Association's website; adverse effect on the offending party's current or prospective AATB accreditation or certification; and judicial enforcement of AATB's rights under federal, state and local laws against misuse of intellectual property and unfair trade practices.

B. Accredited Institution Logo.

1. Subject to the exceptions noted below, AATB Accredited Institutions are authorized to use the *AATB Accredited Institution Logo*, including use of this logo in their materials. However, use of the *AATB Accredited Institution Logo* is prohibited on (i) the label of the immediate *container* of finished tissue, and (ii) the label of the *package* of non-transplant anatomical material. Permission to use the registered *AATB Accredited Institution Logo* is granted subject to the condition that use of the logo will have a positive impact on tissue donation and transplantation as well as the reputation of AATB and its institutional and individual members.
2. ***An organization that is not accredited by AATB may not use the AATB Accredited Institution Logo under any circumstance or for any purpose without receiving prior written authorization from AATB.*** Any such request to use the *AATB Accredited Institution Logo* must be submitted in writing to the AATB's Executive Office and approved by the President and Chief Executive

Officer. The request must identify the sponsor and describe how the logo will be presented and used. Those seeking permission to use the *AATB Accredited Institution Logo* must demonstrate a compelling reason that is consistent with the mission of AATB.

C. Corporate Logo.

1. The *AATB Corporate Logos* are reserved for use by the Association and the AATB Executive Office. ***No individual or organization, including an AATB Accredited Institution, is authorized to use the AATB Corporate Logo(s) under any circumstance or for any purpose without receiving prior written authorization from AATB.***
2. Any request to use the *AATB Corporate Logos* must be submitted in writing to the AATB's Executive Office and approved by the President and Chief Executive Officer. The request must identify the sponsor and describe how the logo(s) will be presented and used. Those seeking permission to use an AATB logo must demonstrate a compelling reason that is consistent with the mission of AATB.
3. With explicit written permission, certain unaffiliated enterprises may be granted limited permission to use the *AATB Corporate Logo(s)*. See Section III below. There can be NO financial incentive related to placement of the *AATB Corporate Logo(s)* on any printed materials or websites.

D. Certified Tissue Bank Specialist Logo. The *Certified Tissue Bank Specialist (CTBS) Logo* is reserved for general use by the Association and the AATB Executive Office, and for the following limited use by individuals who possess current certification by AATB. A person possessing a current CTBS certification may use the CTBS logo on his/her business card, letterhead and email signature block to indicate that he/she possesses current Tissue Bank Specialist certification by AATB. However, such person must immediately cease any use of the CTBS logo at the time he/she is no longer certified by AATB.

E. Preferred Provider Logo. The *AATB Preferred Provider Logo* may be used only by entities with which AATB has entered into a Preferred Provider or comparable agreement, only for such purposes and in such manner as are provided for by such agreement and this *Policy*, and only while such agreement is in force. ***An individual or organization that is not a Preferred Provider may not use the Preferred Provider Logo under any circumstance or for any purpose.***

F. Individual and Institutional Members (Accredited Tissue Banks).

Individual Members and Institutional Members of the Association may use the AATB's marks and logos only to the extent and only in the manner specified in this *Policy*. Any other use may, in the sole discretion of the Board of Governors, constitute cause to deny or revoke membership, suspend, deny or withdraw accreditation, and/or cause for AATB to seek legal remedies to protect its marks and logos.

1. An Individual Member in good standing may state that he/she is a member of AATB.

2. Individuals, institutions and organizations who are not members of AATB may use the Association's marks and logos only as provided in this *Policy*, only with the prior approval of AATB, and only in the manner approved by AATB.
3. A person who serves or has served as an officer or director of AATB may so state, provided that the person specifies the time period during which such office is or was held.
4. An institution that previously was accredited by AATB may so state, provided that the organization specifies the time period during which such accreditation was effective.
5. An institution that is not currently accredited by AATB, or that ceases for any reason to be accredited by AATB, or an individual member that is no longer in good standing, may not use any AATB mark in any manner or context inconsistent with this *Policy*. Any such tissue bank or individual shall make all reasonable efforts to promptly destroy all materials on which any AATB mark appears.

III. Materials and Usage Options.

A. Materials used as reference or educational tools. AATB often partners with other organizations to produce materials for use as a reference or educational tool for internal or external use. AATB may grant permission for use of the *AATB Corporate Logo* in such materials; such permission must be stated explicitly in writing. Any reprints or modifications of pre-approved materials require approval from AATB in order to retain permission to use the *AATB Corporate Logo*.

B. Websites. The *AATB Accredited Institution Logo* may be used on an Accredited Institution's website for the purpose of linking to the AATB website, provided that such linkage must be accomplished in compliance with AATB's *Policy on the Use of Internet Links to the Association's Website*, a copy of which is posted with this *Policy* on the AATB website.

Unless otherwise indicated, the link should generally be to the AATB website's main page (<http://www.aatb.org>), although any specific pages within the AATB website are authorized for linking. As AATB has no practical means for updating information that has been copied to other sites, you are encouraged to link to the source site as opposed to copying and pasting content.

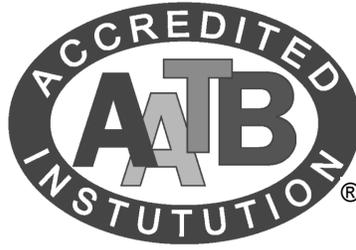
C. Custom Printed Materials. AATB Accredited Institutions are authorized to use the *Accredited Institution Logo* on printed brochures, letterhead, stationery, business cards, reference documents, and other internal and external documents. The *AATB Corporate Logo* may not be used unless explicit written permission has been granted by the AATB executive office as described earlier in this *Policy*.

IV. Logo Specifications.

A. *AATB Corporate Logos.*

 American Association of Tissue Banks ®	 American Association of Tissue Banks ®
	
	
	
	
	
	

B. AATB Accredited Institution Logo.



C. Certified Tissue Bank Specialist Logo.



D. Preferred Provider Logo.



E. Color Guidelines.

Whenever possible, for maximum branding effectiveness, the logos should be printed using the following Pantone® Matching System (PMS) color guidelines.

AATB Corporate Logo	PMS Color	Black + PMS Green 356 Shade percentages: First A - 100%, Second A - 31%, T - 55%, B - 78%
AATB Accredited Institution Logo	PMS Color	Black + PMS Green 3415 Shade percentages: First A - 100%, Second A - 31%, T - 55%, B - 78%

<i>Certified Tissue Bank Specialist Logo</i>	PMS Color	Black + PMS Green 356 PMS Gold 872 59%
<i>Preferred Provider Logo</i>	PMS Color	Black PMS Green 3415

When it is not possible to print in PMS colors, please use one of the following alternatives, listed in order of preference.

Alternative 1 <i>AATB Corporate Logo</i>	Full color process	Black + CMYK equivalents as follows: First A - C 95 / M 0 / Y 100 / K 27 Second A - C 29 / M 0 / Y 31 / K 9 T - C 52 / M 0 / Y 59 / K 15 B - C 74 / M 0 / Y 78 / K 21
Alternative 1 <i>AATB Accredited Institution Logo</i>	Full color process	Black + CMYK equivalents as follows: Circle & A - C 100 / M 0 / Y 77 / K 22 A - C 33 / M 0 / Y 26 / K 7 T - C 55 / M 0 / Y 42 / K 12 B - C 80 / M 0 / Y 62 / K 18
Alternative 1 <i>Certified Tissue Bank Specialist Logo</i>	Full color process	Green PMS 356 100% Gold PMS 872 59% Black 100%
Alternative 1 <i>Preferred Provider Logo</i>	Full color process	PMS 3415 First A 100% Fill & Stroke Second A 33% Fill & 100% Stroke T Fill 55% & 100% Stroke B 80% Fill & 100% Stroke
Alternative 2	Black or White	Logos shown above as black and white can be used if black or white are the only options.
Alternative 3	Single color	If the single color option is a color other than the approved PMS green, approval of AATB office is required in advance or use.

V. Other Requirements and Prohibited Uses.

A. AATB logos may not be skewed. They must be sized horizontally and vertically by the same ratio.

B. Color areas of AATB logos may not be filled with any colors other than those listed above.

C. Users may not fill the color areas of the logos with a screen of approximated value of any color including black.

D. AATB reserves the right to add additional colors to the accepted list for internal use and approved external use as needed.

E. Logo images in various formats are available from the AATB office. The logos may not be "recreated" or altered in any way outside of the color alternatives indicated in the chart above.