

MECP Mobile Electronics Certified Professional® Program Mark Guidelines



Powered by **Consumer
Technology
Association**



Introduction

The MECP Mobile Electronics Certified Professional® program is the only nationally recognized credential that certifies mobile technology installation technicians and salespeople on automotive information technology, entertainment, navigation, safety, and security systems. The Consumer Technology Association™ (CTA), is the owner and operator of the MECP program and is the registered holder of the MECP marks. In conjunction with the program, CTA has developed specific logos to associate an MECP certified professional and program.

These Guidelines have been established to ensure consistency in the manner the Marks are used and protect the integrity of the Marks while allowing you to promote your MECP involvement. These Guidelines are equally applicable for content in print or posted on the Internet, including social media platforms. Except as expressly stated in these Guidelines, all uses of the Marks require advance written approval from CTA. The Marks are each designed for specific purposes, and fall under the following two categories:

Type of Mark	How to Use the Mark	Visual Examples of Mark
<p>Certification Mark</p>	<p>The Certification Mark is used to indicate to the public that installation technicians and salespeople who are MECP certified assume the highest degree of aftermarket equipment and installation expertise.</p>	<p>MECP Mobile Electronics Certified Professional®</p> <hr/>
<p>Supporter/Promotional Mark</p>	<p>The Supporter/Promotional Mark is used in educational and promotional materials intended to inform others about the benefits of the program. It may not be used to identify a particular person or organization as being certified.</p>	

MECP MOBILE ELECTRONICS CERTIFIED PROFESSIONAL®

CERTIFICATION MARKS

As an MECP certificant you have agreed to adhere to the rules and regulations set by CTA. Following this Guide is a condition of being permitted to display the Certification Marks.

1. What are the Certification Marks?

- MECP Mobile Electronics Certified Professional®
- Logos – To request a logo, please contact MECP@mecp.com.

2. Who can use the Certification Marks?

If you have met the MECP certification standards and hold a current certificate, CTA grants you permission to use the Certification Marks in direct relation to you showcasing that you are MECP certified. This could include featuring the Certification Marks in print, multimedia, and online communications including business cards, letterhead, advertising, presentation materials, personal promotional literature, signage, websites directly related to your certification and similar material.

3. How should you display the Certification Marks?

Since you worked hard to earn the right to use the Certification Marks, we expect you will want to protect their integrity. Please ensure that any reference to the Certification Marks are truthful, fair, and not misleading.

Rules for Proper Usage of the Certification Marks

- The Certification Marks must be clearly associated with the individual(s) certified by MECP Board.
 - Correct Use: Jane Doe, MECP; Jane Doe, Mobile Electronics Certified Professional
 - Misuse: A+ Auto Shop employs 5 MECP professionals
- The Certification Marks must appear in all capital letters and without periods between the letters.
 - Correct Use: Jane Doe, MECP
 - Misuse: Jane Doe, mecp; Jane, M.E.C.P.
- The Certification Marks must never appear with a superscript ® symbol when used as a title.
 - Correct Use: Jane Doe, MECP; Jane Doe, Mobile Electronics Certified Professional
 - Misuse: Jane Doe, MECP®; Jane Doe, MECP©; Jane Doe, MECP™; Jane Doe, MECP-R
- The Certification Marks must precede one of the following approved nouns, except when the mark immediately follows a certificant's name.

Practitioner • Certificant • Certification • Mark • Exam

 - Correct Use: Jane Doe is an MECP Mobile Electronics Certified Professional® certificant.
 - Misuse: Jane Doe is an MECP.
- The acknowledgment of CTA's ownership of the Certification Marks is encouraged when using the Certification Marks in advertising, marketing materials, press releases, presentation, brochures, reports or on websites.
 - Correct Use: "MECP Mobile Electronics Certified Professional® is a registered trademark of Consumer Technology Association (CTA)™."

4. What is strictly prohibited?

- **Do not** modify or alter the Certification Marks.
- **Do not** resize the logo to an illegible size or distort the provided logo.
- **Do not** use the Certification Marks in a way that confuses MECP with another brand, or in a way that indicates an endorsement, sponsorship or association with or by MECP.
- **Do not** use Certification Marks or potentially confusing variations in your Internet domain name, social media account names or e-mail addresses.
- **Do not** use the Certification Marks in a disparaging manner or in a way that violates any law or regulation.
- **Do not** display the Certification Marks in a manner that suggests or implies that you own or control the MECP Marks.

5. How do I create the Certification Mark Logo?

You are not allowed to create your own Certification Mark Logo. Only original artwork issued by CTA should be used. If you would like to use the Certification Mark Logo, you must contact us at MECP@mecp.com.

NOTE: CTA must expressly approve and license any alterations of any Certification Marks. CTA reserves the rights to withhold approval in its sole discretion. If CTA permits any such modified mark, CTA will own said mark, and you may use the mark pursuant to a written license agreement from CTA.

6. How are Certification Mark violations handled?

CTA actively monitors the use of the Certification Marks. If you do not follow the rules in this Guide, you may be subject to CTA's disciplinary process which may result in legal action as well as the revocation of your certification.

7. How can we be sure we are using the Certification Marks correctly?

CTA is happy to review your pre-press promotional items, draft websites, or other materials that use any of the Certification Marks. To help us maintain the integrity of the program and its identity, we also ask that you inform us of any concerns you might have or possible misuse of the program marks.

If you have questions regarding the proper use of the Certification Marks or would like to report unauthorized usage, please contact MECP@mecp.com.

MECP MOBILE ELECTRONICS CERTIFIED PROFESSIONAL® **PROGRAM SUPPORTER/PROMOTIONAL MARK**

1. What are the MECP Program Supporter/Promotional Marks?

- Proud Supporter(s) of the MECP® Mobile Electronics Professional Program
- Supporter of the MECP Mobile Electronics Professional Program®
- Licensed Logo

2. Who is allowed to use the Supporter/Promotional Marks

If you want to use the Supporter/Promotional Marks to inform, educate, and promote the benefits of the MECP program to the public, CTA requires a licensing agreement. Such use of the Supporter/Promotional Marks without a licensing agreement is strictly prohibited, including use on any social media or the Internet.

The Supporter/Promotional Marks may never appear on a product or imply that the licensee's employees are MECP certified.

3. How do you request a license for the Supporter/Promotional Marks?

CTA requires you fill out the MECP Supporter/Promotional Marks Usage Request Form if you wish to request a license to use the marks. Please note that CTA reserves the right to approve or deny any license request in its sole discretion.

Please fill out the attached License Agreement to request approval for use of the Supporter Mark and submit to MECP@mecp.com. Licensing is not guaranteed by completing a licensing agreement. Only license agreements returned and countersigned by CTA are valid.

If you are granted a license agreement, CTA expects, and you agree to carefully review the terms of the license agreement, and ensure that any designed uses of the MECP Supporter/Promotional Marks fall under the uses authorized under the license.

CTA reserves the right to modify or change the terms of these Guidelines at any time at its sole discretion. If you have any further questions, please email MECP@mecp.com.

MECP LOGO PROGRAM SUPPORTER LICENSE AGREEMENT

THIS AGREEMENT is entered into as of the latter of the two signature dates executed below ("Effective Date"), between the **Consumer Technology Association™** ("CTA"), located at 1919 South Eads Street, Arlington, VA 22202 and the company set forth below ("Licensee"), according to these terms and conditions set forth:

- 1. Grant of License.** You acknowledge and agree that the MECP Mobile Electronics Certified Professional® ("MECP") certification mark ("Mark") is an intellectual property right owned exclusively by CTA and that the use of the Mark may only be made with CTA's consent and in its sole discretion. Upon the Effective Date, CTA agrees to grant Licensee the limited, non-exclusive, royalty-free, revocable, and non-transferable right to use the MECP logo attached as Appendix A ("Logo") to be included in promotional materials and advertising directly related to your company's support of the Mobile Electronics Certified Professional program and MECP-certified technicians.
- 2. Term/Termination.** The right to use the Logo ends after three (3) years. In addition to all other remedies CTA may have, CTA may terminate this Agreement and the license granted for any reason with written notice to the Licensee. Upon expiration or termination of this Agreement, Licensee will immediately cease all use of the CTA Marks.
- 3. Use of Marks.** This usage right is limited in that (a) your company may only use the Logo in the manner and scope approved by CTA; and (b) your company must follow the specific guidelines outlined in the MECP Mobile Electronics Certified Professional® Program Mark Guidelines, which may be modified from time to time.
- 4. Indemnification/Non-Assignment.** Licensee will indemnify and hold CTA harmless, including, without limitation, its officers, directors, employees and agents from and against any and all loss, liability, damage or expenses (including reasonable attorneys' fees and expenses), whether arising out of a claim involving any third party or between the parties to this Agreement, that CTA may suffer as a result of a breach of any representation or warranty of the Licensee under this Agreement; any claim of negligence, property damage, personal injury or death arising from or related to the acts of the Licensee; or any claim arising from or relating to the acts or omissions of the Licensee. This Agreement, the rights granted to Licensee, and the duties and obligations of Licensee are all personal to Licensee. Any purported transfer, assignment, or delegation in violation of the foregoing sentence will be void and without effect, and this Agreement will become terminable without further notice by CTA.
- 5. Governing Law.** This Agreement and all rights and obligations of the parties will be governed in accordance with the internal laws of the Commonwealth of Virginia in the United States of America without giving effect to any conflicts of law rules that would cause the application of the laws of any other jurisdiction. At either party's option, any controversy or claim arising out of or relating to this contract or the breach thereof (except for an action for injunctive relief) may be resolved by arbitration held in Arlington County, VA, in accordance with the Rules of the American Arbitration Association in effect at the time the arbitration is initiated, and judgment upon the award rendered by the arbitrators may be entered in any court jurisdiction. The parties consent to exclusive jurisdiction (non-arbitration) in the courts of Virginia.
- 6. Relationship of the Parties.** Nothing contained herein will be construed to place the parties in the relationship of partners or joint venturers. Neither party will have the right to obligate or bind the other in any manner whatsoever.

The persons signing this Agreement warrant that they are duly authorized and appointed agents of the parties, fully empowered to bind the parties to all provisions and that no further action is required to enter into this Agreement.

AGREED AND ACCEPTED BY:

Company Name:		CONSUMER TECHNOLOGY ASSOCIATION
Address:		1919 S. Eads St., Arlington, VA 22202
Name/Title:		Jean Foster, Marketing & Communications SVP
Signature:		
Date:		

Appendix A
MECP Supporter Logo Graphic

