



## INTRODUCTION

These guidelines are for anyone wishing to use the ARRT®'s trademarks. Use of any of the ARRT's trademarks without the prior written consent of the ARRT or in a manner which violates these guidelines may constitute trademark infringement and unfair competition in violation of federal and state laws. A full listing of trademarks is available at [The ARRT's Trademarks list](#).

In following these guidelines, you will assist the ARRT in maintaining the value of its trademarks.

## DEFINITIONS

A trademark is any word, name, symbol, logo, slogan, or device that is adopted and used by a company or organization to identify its products or services and to distinguish them from the products or services of others. One special type of trademark is a certification mark, which the ARRT uses to identify those healthcare professionals who are certified and registered with the ARRT. Trademarks, including certification marks, may be registered with the United States Patent and Trademark Office, in which case it is referred to as a registered mark.

## REQUIREMENTS FOR USE OF ARRT'S TRADEMARKS

The ARRT owns registrations for trademarks including certification marks. By using any trademarks owned by the ARRT, you:

- acknowledge that the ARRT is the sole owner of the trademark;
- promise that you will not interfere with the ARRT's rights regarding the trademark—including by challenging the ARRT's use, registration of, or application to register such trademark, alone or in combination with other words or design elements, anywhere in the world;
- agree to use the trademarks in a manner that will not diminish or tarnish the trademarks;
- acknowledge that any goodwill derived from the use any of the ARRT's trademarks inures to the benefit of and belongs to the ARRT exclusively; and
- agree not to use the trademarks in a manner that implies an affiliation or relationship with the ARRT that does not exist.

Except for the limited right to use as expressly permitted under these Guidelines, no other rights of any kind are granted hereunder, by implication or otherwise.

## PROPER USE OF THE ARRT'S TRADEMARKS

Proper use of the ARRT's trademarks will preserve and enhance their value for ARRT, patients, and those healthcare professionals recognized through certification and registration. The following principles of trademark grammar and usage should be followed:

1. **No use of ARRT Logo.** Never use the ARRT Logo without the ARRT's prior written permission. These Guidelines do NOT grant such permission.
2. **Use should be distinctive.** Trademarks should be displayed in a distinctive form that stands out from the rest of the text. For example, use all capital letters, boldface type, italics, or initial caps.
3. **Use as adjectives.** Trademarks are adjectives, which always should be followed by a noun (or generic term). Some examples are: ARRT® examinations and R.T.® certificant and registrant.

Note that a trademark can be weakened by improper use even in internal correspondence and memoranda, so we ask that you use our trademarks properly in both external and internal communications.

4. **Avoid variations.** A consistently used trademark is a stronger trademark. Accordingly, do not change the spelling or insert or delete hyphens or punctuation marks that would vary the form of a trademark. For example, it would be incorrect to use the trademark as RT rather than R.T. Similarly, additional words should not be added to or removed from the trademark. For example, the trademark EDUCATION + ETHICS + EXAMINATION = THE ARRT EQUATION FOR EXCELLENCE should not be changed to EDUCATION + ETHICS + EXAMINATION = THE ARRT EQUATION.
5. **Use proper trademark notice.** Registered trademarks should be identified by the ® symbol each time the trademark is used (e.g., ARRT®, R.R.A.®, etc.). Please refer to [The ARRT's Trademarks list](#) to identify trademarks the ARRT has registered.

Unregistered trademarks should be identified by the ™ symbol. Please refer to [The ARRT's Trademarks list](#) to identify the trademarks that the ARRT owns but that are not registered.

6. **Use of the ARRT's trademarks by any third parties.**

- a. **Prohibited uses.** Without receiving advance written permission from the ARRT, under no circumstances should a third party use the ARRT's trademarks in any of the following manners:

- As part of a corporate name or any other type of business identifier.
- As part of the name of a product or service.
- As part of a domain name.
- As part of a social media account name or identifier.

- b. **Required trademark notice.** When using any of the ARRT's trademarks with the ARRT's permission, the following notice should be prominently utilized: "The {insert mark used} trademark is owned by The American Registry of Radiologic Technologists and is used with permission." For example, if the ARRT's marks are used on a website, the notice should appear on each page of the website on which the ARRT's mark(s) appear(s).

- c. **No combining with third-party trademarks.** Third-party trademarks should never be combined with any of the ARRT's trademarks (e.g., "Smith's ARRT Exam Prep Service"). Doing so raises the potential for confusion among the general public as to whether the third party's goods or services are affiliated with or sponsored by the ARRT. It also diminishes the value of the ARRT's trademarks. An example of proper usage would be: "Smith's ExamPrep Service for the ARRT® Radiography Exam" with the proper notice acknowledging that the ARRT owns the ARRT® trademark. Notice that the ARRT's trademark is used only to describe the content of the service and not as the actual name of the service.

- d. **Disclaimer of sponsorship.** If you use any of the ARRT's trademarks referentially and without permission (e.g., "Frank's Review for the ARRT® Sonography Examination"), you should prominently include the following type of notice: "The publication {insert title} is an independent publication and is not authorized by, sponsored by, or affiliated with The American Registry of Radiologic Technologists, which is the owner of the trademark {insert mark used}."

- e. **Relative size of ARRT's trademarks.** To diminish the possibility of public confusion, your company's name, trademarks, and corporate logos should generally appear in a larger typeface than any of the ARRT's trademarks.

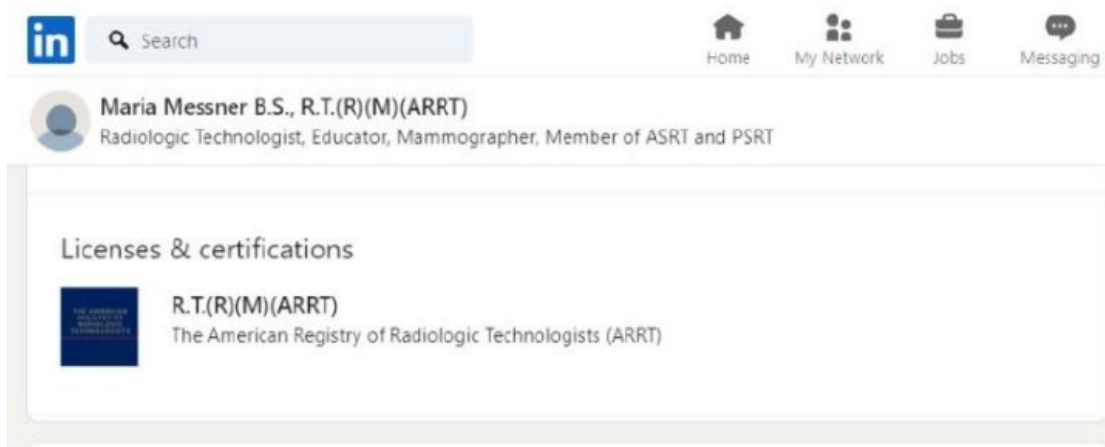
7. **No use of the ARRT's trademarks in keyword advertisements.** None of the ARRT's trademarks should appear in the text of keyword advertisements, like those found on the Google search engine. The ARRT recognizes that Google may have restrictive advertisement policies and appreciates your good faith efforts to comply with the requirements above.

8. **Use of ARRT's trademarks by certificants and registrants.** Your certification and registration provides important information to your employer and patients. If you have a LinkedIn profile (or participate in any other professional networking sites), please feel free to add your certification and registration and let your network know of your accomplishment. On LinkedIn, this would involve adding your exact certification and registration to the "licenses & certification" section of your profile (consult the ARRT Rules and Regulations for proper format and use). You can find this by clicking "add to profile" and then "add licenses & certifications." This approach not only ensures accurate representation of your certification and

registration to the outside world, it also helps the ARRT maintain its registrations for these certification marks. See the example on the following page for an acceptable LinkedIn profile.


9. **Use of ARRT's trademarks by CE providers.** If you are a CE provider, do not state that the ARRT approves of any CE credits, materials, or classes. Credits for ARRT certification, registration and maintenance are verified and approved by third-party accreditation mechanisms, such as the ASRT. For example, CE credits can be "for ARRT® certification and registration" or "accepted by an ARRT®-approved third-party accreditation mechanism" but they are never "approved by the ARRT®."

## Example of Acceptable LinkedIn Profile Configuration



# LIST OF THE ARRT'S TRADEMARKS

## I. Registered Trademarks

| Mark/Designation   | Registration Details   |
|--|--|
| THE AMERICAN REGISTRY OF RADIOLOGIC TECHNOLOGISTS®   | Registered organizational name   |
| ARRT®  | Registered organizational acronym  |
| ARRT Logo<br> | Registered organizational logo<br><br>Note: REQUIRES PRIOR WRITTEN CONSENT TO USE THAT IS NOT GIVEN BY THESE GUIDELINES                          |
| EDUCATION + ETHICS + EXAMINATION = THE ARRT EQUATION FOR EXCELLENCE®                           | Used to designate ARRT's Equation for Excellence   |
| R.R.A.®  | Used to designate certification and registration by ARRT as a Registered Radiologist Assistant   |
| R.T.®  | Used to designate a Registered Technologist  |
| R.T.(MR)(ARRT)®  | Used to designate certification and registration by ARRT in the area of Magnetic Resonance Imaging   |
| R.T.(N)(ARRT)®   | Used to designate certification and registration by ARRT in the area of Nuclear Medicine Technology  |
| R.T.(R)(ARRT)®   | Used to designate certification and registration by ARRT in the area of Radiography  |
| R.T.(R)(CT)(ARRT)®   | Used to designate dual certification and registration by ARRT in the areas of Radiography and Computed Tomography                                |
| R.T.(R)(CT)(MR)(ARRT)®   | Used to designate triple certification and registration by ARRT in the areas of Radiography, Computed Tomography, and Magnetic Resonance Imaging |
| R.T.(R)(M)(ARRT)®  | Used to designate dual certification and registration by ARRT in the areas of Radiography and Mammography  |
| R.T.(R)(M)(CT)(ARRT)®  | Used to designate triple certification and registration by ARRT in the areas of Radiography, Mammography, and Computed Tomography                |
| R.T.(R)(MR)(ARRT)®   | Used to designate dual certification and registration by ARRT in the areas of Radiography and Magnetic Resonance Imaging                         |
| R.T.(R)(N)(ARRT)®  | Used to designate dual certification and registration by ARRT in the areas of Radiography and Nuclear Medicine Technology                        |

| Mark/Designation  | Registration Details  |
|-------------------|---|
| R.T.(R)(T)(ARRT)® | Used to designate dual certification and registration by ARRT in the areas of Radiography and Radiation Therapy |
| R.T.(S)(ARRT)®    | Used to designate certification and registration by ARRT in the area of Sonography                              |
| R.T.(T)(ARRT)®    | Used to designate certification and registration by ARRT in the area of Radiation Therapy                       |
| R.T.(VS)(ARRT)®   | Used to designate certification and registration by ARRT in the area of Vascular Sonography                     |

## 2. Owned, but Unregistered Trademarks

| Mark/Designation  | Details   |
|---|---|
| R.T.(R)(BD)(ARRT) <sup>TM</sup>   | Used to designate dual certification and registration by ARRT in the areas of Radiography and Bone Densitometry                         |
| R.T.(R)(CI)(ARRT) <sup>TM</sup>   | Used to designate dual certification and registration by ARRT in the areas of Radiography and Cardiac Interventional Radiography        |
| R.T.(CT)(ARRT) <sup>TM</sup>  | Used to designate certification and registration by ARRT in the area of Computed Tomography   |
| R.T.(R)(CV)(ARRT) <sup>TM</sup>   | Used to designate dual certification and registration by ARRT in the areas of Radiography and Cardiovascular Interventional Radiography |
| R.T.(R)(M)(BS)(ARRT) <sup>TM</sup>  | Used to designate triple certification and registration by ARRT in the areas of Radiography, Mammography, and Breast Sonography         |
| R.T.(R)(M)(QM)(ARRT) <sup>TM</sup>  | Used to designate triple certification and registration by ARRT in the areas of Radiography, Mammography, and Quality Management        |
| R.T.(R)(VI)(ARRT) <sup>TM</sup>   | Used to designate dual certification and registration by ARRT in the areas of Radiography and Vascular Interventional Radiography       |
| Various combinations of specialty designations not listed above, e.g., R.T.(R)(N)(CT)(ARRT) <sup>TM</sup> or R.T.(R)(T)(CT)(ARRT) <sup>TM</sup> | Used to designate certification and registration by ARRT in multiple areas  |

Last revised: September 22, 2022