



IBCLC Trademark Use Policy

The International Board of Lactation Consultant Examiners® (IBLCE®) owns certain names, trademarks, and logos, including the certification marks International Board Certified Lactation Consultant®, IBCLC®, and the IBCLC Logo shown on the attached “Style Guide for IBCLC Logo”(the “Marks”). Only those individuals who have met the IBLCE eligibility requirements, passed the IBLCE examination, and maintained the IBCLC certification may use the Marks. Use of the Marks may only be made in accordance with this Policy and its terms and conditions.

1. Use of the Marks

The Marks are the exclusive property of IBLCE and are protected by applicable trademark laws. All uses of the Marks are subject to review and approval by IBLCE. IBLCE reserves the right to take any and all steps it deems appropriate, including legal or other action, to protect its rights in the event of any unauthorized, improper, or impermissible use of the Marks.

2. Eligibility

Use of the Marks is restricted to individuals who at the time they use the Marks have obtained and maintained certification through compliance with all relevant IBLCE requirements.

3. Manner and Restrictions of Use

The Marks may be placed, located, impressed, or affixed on any document, website, article of clothing, jewelry, or similar medium only to identify the authorized user as a holder of an IBCLC certification. The Marks may be resized, but shall not otherwise be modified, altered, rearranged, redesigned, or changed in any way. Use of the Marks as set forth herein is personal to the certified user and may not be sold, licensed, sub-licensed, transferred to, or used by any third party. The Marks shall not be combined with or modified by other design elements. The Marks shall not be used to state or imply that IBLCE has endorsed any individual, product, or service.

4. Term, Termination of Use, and Changes to Terms and Conditions of Use

The Marks may be used only so long as the terms and conditions of this Policy and all applicable IBLCE policies and procedures are adhered to; if, however, the terms and

conditions of any such policies and procedures are violated, permission to use the Marks shall be terminated. In the event of any such termination of this permission, use of the Marks must immediately cease. Notwithstanding any of the foregoing, IBLCE reserves the right to terminate the right to use the Marks by anyone at any time, and reserves the right to change this Policy at any time, without any prior notice of any kind, at its sole discretion. Misuse of the Marks also shall be grounds for disciplinary action, including suspension or revocation of certification, by IBLCE under the Code of Professional Conduct and applicable Disciplinary Procedures.

5. Limitation of Liability

IBLCE assumes no responsibility, and expressly disclaims any responsibility, for the accuracy, reliability, professional or medical practice, or performance of any individual using the Marks. In no event shall IBLCE be liable to any party for lost profits, business interruption, lost savings, or direct or indirect damages of any other type related to or arising from the use of the Marks.

6. Indemnification

Those using the Marks agree to release, defend, indemnify, and hold harmless IBLCE, its directors, officers, members, agents, and employees from and against all claims, liabilities, costs and expenses, including attorneys' fees, arising out of acts, omissions, or breach of this Policy.

Style Guide for IBCLC Logo



Corporate Colors

Yellow:
Pantone 115
CMYK 0, 9, 80, 0
RGB 255, 225, 79



Blue:
Pantone 300
CMYK 100, 44, 0, 0
RGB 0, 121, 193



Purple:
Pantone 254
CMYK 47, 90, 0, 0
RGB 162, 84, 152



Grayscale Colors

Globe Gradient K 70% K 20%
Globe Grid W 50%
Figures K 85%

Examples of Appropriate and Inappropriate Trademark Use

Example 1:
Name, IBCLC

This is a correct usage of the term for an individual who holds the IBCLC in good standing.

Example 2:
The Standford Lactation Practice, IBCLC
[Fictitious name]

This is an incorrect usage of the term. IBCLC is to be used only with respect to individuals.

Example 3:
www.breastsareusibclc.com
[Fictitious name]

This is an incorrect usage of the term in two respects. First, it is not associated with an individual, and second, a domain use of the term is not appropriate as “Breasts Are Us” is not the owner of the term IBCLC.

Example 4:
A social media group uses the name “Future IBCLCs of _____ City”

This is an incorrect usage of the term. IBLCE’s trademark policy provides that only those individuals who have met the IBLCE eligibility requirements, passed the IBCLC examination, and maintained the IBCLC certification may use the Marks.

Example 5:
A current IBCLC uses this logo to accompany their name on their business card.



This is correct usage according to the IBCLC Trademark Use Policy.

Example 6:
A current IBCLC uses the following to accompany their name on their business card.



*This is an incorrect usage of the IBLCE logo as it is IBLCE’s **corporate** logo and not to be used by third parties without express written permission by IBLCE.*