

fi360 Trademark and Copyright Guidelines

Fi360 trademarks and copyrighted materials represent our most valuable commodities in attempting to build a community responsible fiduciaries. It is of the utmost value to us, our designees, and our subscribers that our trademarked and copyrighted materials are always presented in a uniform and properly attributed manner. This document contains instructions on how to properly use and attribute fi360 intellectual property, ensuring consistency of our brand and strengthening our position as the leader in global fiduciary insights.

fi360 Trademarks

Our trademarks identify and distinguish our services as uniquely ours. The following table lists the most current information on fi360 trademarks in the United States and other countries. You may use these trademarked terms to refer to fi360 products and services. Be sure to be accurate in your descriptions of these trademarks and use the appropriate trademark symbol on first reference within a document and on each individual URL of a webpage. Subsequent references within the same document do not require the trademark symbol.

The absence in this list of any service, product, or other name used by fi360 does not constitute a waiver of any intellectual property rights established by fi360.

Trademark	Status	Use
Accredited Fiduciary Investment Manager	®	Adjective, used to describe a training program, professional designation, or accredited designee
Accredited Investment Fiduciary	®	Adjective, used to describe a training program, professional designation, or accredited designee
Accredited Investment Fiduciary Analyst	™	Adjective, used to describe a training program, professional designation, or accredited designee

Trademark	Status	Use
AFIM	™	Adjective, used to describe a training program, professional designation, or accredited designee
AIF	®	Adjective, used to describe a training program, professional designation, or accredited designee
AIFA	®	Adjective, used to describe a training program, professional designation, or accredited designee
fi360	®	Adjective or noun, company name and descriptor of proprietary products, services, and intellectual property
fi360 Fiduciary Score	™	Noun, the quantitative score given to various investment options based on a fiduciary due diligence process
Fiduciary360	®	Adjective or noun, company name and descriptor of proprietary products, services, and intellectual property
fi360 Australasia	™	Adjective or noun, company name and descriptor of proprietary products, services, and intellectual property in Australia and New Zealand

Copyrighted Materials

All written documents, fi360.com content, or other materials produced and expressed by fi360 and its employees are the property of fi360 and may not be reproduced, distributed, or otherwise presented as the work of any other entity besides fi360 without express permission. The use of copyrighted materials must be accompanied with a proper attribution disclosure, recognizing fi360 and/or its entities as the creator/owner, etc. of the materials. This disclosure must be approved by fi360. In some cases, the copyright notice (i.e., Copyright © Fiduciary360 2010) may be used in place of or in addition to a written disclosure statement, subject to approval by fi360.

If you would like permission to use fi360 copyrighted materials, please follow the [Copyrighted Materials Request](#) procedures.



ABELE OFFICE PARK
10 EMERSON LANE
SUITE 801-3
BRIDGEVILLE, PA 15017

866. 390. 5080
412. 221. 8954 FAX

[fi360.COM](http://fi360.com)

Media Kit

The various images and information found in the [Media Kit](#) section of fi360.com are of free use for non-commercial and/or information usage only. Any other use must be approved using the Copyrighted Materials procedures listed above.

Questions

If you have any further questions about the trademarks and copyrights of fi360, please contact standards@fi360.com.