



TRADEMARK MANUAL

REALTOR® Guide to the Proper Use
of CREA's Trademarks

The Canadian Real Estate Association © November 2013

The RULES for Proper Use of Trademarks

- 1. ALWAYS use capital letters:**
 - For REALTOR®, REALTORS® and MLS®
 - For the first letters of Multiple Listing Service®
 - For the “S” in “System” in the phrase “MLS® System”
- 2. ALWAYS include the ® registration mark in superscript.**
- 3. ALWAYS include a trademark notice that defines the trademark and states that it is used under license.**
- 4. ALWAYS use the term “MLS® System of the XYZ Board” or “XYZ Board’s MLS® System” when referring to the co-operative selling system of a Board/Association.**
- 5. NEVER alter or distort the words or the design marks.**
- 6. NEVER combine the marks with any other words or designs.**
- 7. NEVER use adjectives with the marks.**
- 8. NEVER use the marks in slogans, product or business names.**
- 9. NEVER use REALTOR® or REALTORS® in a way that implies it means “real estate agent”.**
- 10. NEVER use MLS® in a way that implies it means a database.**
- 11. NEVER use MLS® as a noun.**
- 12. NEVER use MLS® in domain names.**
- 13. ONLY use REALTOR® in domain names in accordance with CREA’s policies.**

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I. Introduction

Trademark protection is everyone's business, and effective trademark protection begins at home. The subject of trademarks often conjures up images of a complex law reserved for the legal departments of multi-national companies. Nothing could be further from the truth. In fact, membership support and compliance with trademark rules are the first steps to building a strong national trademark.

REALTOR® and MLS®

The Canadian Real Estate Association (CREA) is the owner of various trademarks that serve to identify and brand the services of CREA, Boards/Associations and member salespeople and brokers. While CREA owns a number of trademarks, the most prominent are the seven trademarks which comprise the MLS® and REALTOR® family of marks.

Purpose of the Trademark Manual

The purpose of this Trademark Manual is to explain how CREA's rules, policies and guidelines relate to the use of the MLS® and REALTOR® family of marks and to assist members in protecting and enhancing these marks. However, before we begin talking about the "how to's" of trademark protection, we need to address a much more fundamental question – why?

Trademarks Are Very Real Corporate Assets

Trademarks are not just ethereal concepts; they are valuable corporate assets and need to be treated as such. They can be worth a lot of money, but their true worth is measured more in the value they bring to your reputation as a broker or salesperson.



Trademark protection has been an issue since ads like this appeared in the 1950s.



The Need for Effective Protection

A trademark owner uses trademarks properly and enforces improper use for the same reason the office doors are locked at the end of each day – to protect the assets of the company. The consequences of misuse can be catastrophic. If a trademark is used improperly, and that improper use continues for an extensive period of time, all trademark rights in that mark may be lost. True trademark protection involves everyone in organized real estate recognizing the incredible benefit we have with trademarks and working together to help protect them.

REALTOR® and MLS® as Industry Assets

The MLS® and REALTOR® marks may be owned by CREA, but they are assets of organized real estate. They identify our membership and the services provided by that membership. Boards, Associations and CREA have spent millions of dollars at the local, provincial and national levels promoting the MLS® and REALTOR® marks. This advertising is an essential element of trademark protection, but is not enough on its own. True trademark protection is the result of a comprehensive strategy of registration, licensing, advertising and enforcement, undertaken jointly by all members at every level of organized real estate. This manual is part of that strategy.

NOTE: This manual is not intended to be a comprehensive list of all rules, regulations and policies that may apply to trademark use. It is designed to familiarize members with the general rules for proper use, and provide some examples, to provide a frame of reference when using the marks on a daily basis.



II. Trademark Usage Rules

Whenever you are wondering whether a particular use of the MLS® or REALTOR® marks is correct, apply the following rules and you can't go wrong.

1. The Golden Rule

Trademarks must always be displayed in a way that enforces their distinctiveness as registered marks and emphasizes that they are not words of common usage in the English language.

If you understand the Golden Rule, you should always be able to recognize an improper use of the trademarks. There are many general rules that flow from this Golden Rule, but most of the rules fall under one of two headings: FORM and CONTEXT.

The FORM Rule says: A trademark must always be displayed in the exact form and manner in which it is registered.

The four elements of the FORM Rule are as follows:

- i. The word marks must be spelled exactly as registered. For example, the words MLS® and REALTOR® are to be spelled all in capitals.
- ii. The design marks (logos) must be displayed only in the form, and in the colours approved by CREA.
- iii. The ® registration symbol must be displayed in superscript with every use of the marks.
- iv. A statement that the trademarks are owned or controlled by CREA must be included with every use of the trademarks, where possible.

NOTE: The proper wording for the REALTOR® trademark statement can be found on page 9. The proper wording for the MLS® trademark statement is on page 19.

The CONTEXT Rule says: A trademark must always be displayed in a way that emphasizes its registered meaning.

In other words, when readers comes across, for example, a trademark reference in written text, they should immediately be aware of two things:

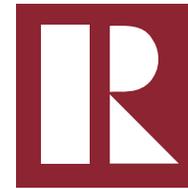
- i. It should be obvious that they are dealing with something more than mere words of the English language.
- ii. The registered meaning of the mark should be apparent simply from the manner in which it is used.



1. What Comprises the Family?

The REALTOR® family of marks consists of two (2) word marks and two (2) logos:

REALTOR®
REALTORS®



*(for use in province
of Quebec only)*

2. What Does REALTOR® Mean?

The REALTOR® trademark identifies a licensed real estate professional who is a member of The Canadian Real Estate Association, and as such subscribes to a high standard of professional service and a strict Code of Ethics.

3. What Does REALTOR® NOT Mean?

The term REALTOR® absolutely does NOT mean “real estate agent”. It does not mean broker, salesperson, or any other job that a real estate practitioner does.

Any reference to REALTOR® in a context where a consumer might interpret the term as meaning “real estate agent” is a trademark infringement.

WRONG: “I found a career I love. I’m a REALTOR®”.

RIGHT: “I found a career I love. I’m a real estate professional. I’m also a REALTOR®”.



III. The REALTOR[®] Trademark Family

4. REALTOR[®] and The FORM Rule

Applying the elements of the FORM Rule, the proper representation of the REALTOR[®] word marks requires the following:

Display the words in all capital letters

Wrong	Right
Realtor Realtors realtor.ca	REALTOR [®] REALTORS [®] REALTOR.ca

The ® registration symbol must appear in superscript immediately after the word

Wrong	Right
REALTOR	REALTOR [®]

The mark cannot be distorted

Wrong	Right
REALTOR [®]	REALTOR [®]

The mark cannot be included with any other text or design



III. The REALTOR® Trademark Family



The trademark statement must be included

The trademark statement must be included with all uses of the REALTOR® marks, where possible:

Perfect Form

“The trademarks REALTOR®, REALTORS® and the REALTOR® logo are controlled by The Canadian Real Estate Association (CREA) and identify real estate professionals who are members of CREA. Used under license.”

NOTE: The trademark statements for both the REALTOR® and MLS® trademarks do not have to be included in the following types of communications:

1. Any business or promotional material where it is physically impossible to include the statement, such as pens, golf balls, key chains etc.;
2. Business cards;
3. Signage;
4. Business correspondence (including letterhead and e-mail).



III. The REALTOR® Trademark Family

5. REALTOR® and the CONTEXT Rule

If the phrase "member of The Canadian Real Estate Association" cannot be logically substituted for the term REALTOR®, then the trademark is being used improperly.

HINT: Never use adjectives to modify the REALTOR® trademark (e.g. Professional REALTOR®, Top Selling REALTOR®, etc.). Adjectives give the mark a generic meaning and lead consumers to believe you mean "real estate agent".

Some Improper "Context" Uses of REALTOR®

Wrong	Why	Right
Top Selling REALTOR® The Community REALTOR® The Virtual REALTOR® Your Toronto REALTOR®	Never use adjectives with the REALTOR® mark. Adjectives give the mark a generic meaning. Consumers read that as meaning "top selling real estate agent", which is an infringement.	Top Selling Salesperson The Community Real Estate Professional N/A Your Toronto Real Estate Professional
REALTOR® Connection REALTOR® Products	Never use REALTOR® in product or program names.	N/A
"What do I do for a living? I'm a REALTOR®."	REALTOR® is not a job description. It does not identify what someone does to earn a living. It identifies a person as a member of CREA. Using the mark to mean "real estate professional" is an infringement.	"What do I do for a living? I'm a real estate professional. I'm also a REALTOR®."

HINT: The terms REALTOR® and REALTORS® are intended to be stand-alone words. Therefore, they should be displayed on business and promotional material on their own, with no other way of using the trademarks.

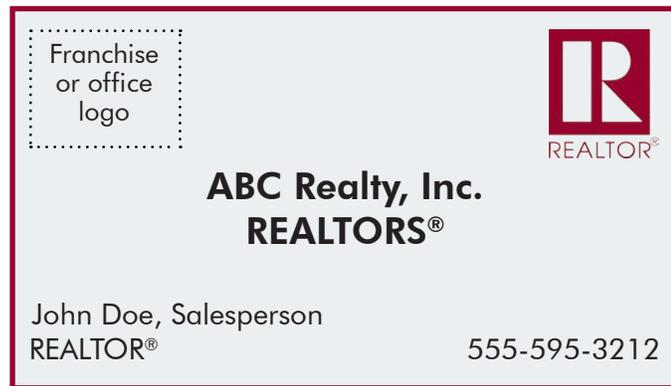


6. Use of REALTOR® in Firm Names

REALTOR® or REALTORS® cannot be used as part of a corporate or other business name. The REALTOR® mark may be used adjacent to the firm name, provided it is separated from the name by punctuation, and preferably on another line. But it cannot form part of the firm name.

Improper use	Proper uses
ABC REALTORS	ABC Realty, Inc., REALTORS® ABC Realty, Inc. REALTORS®

HINT: The fact that the corporations branch of a government department has allowed a company name that includes the REALTOR® term to be incorporated does not mean that the use of CREA's trademarks in that name is permitted. No trademark searches are done by these bodies, and any name approvals are specifically subject to the trademark rights of other persons.



Use of REALTOR® logo as stand alone mark on business card.



III. The REALTOR® Trademark Family

7. Use of REALTOR® on the Internet

Use in Domain Names and E-mail Addresses

All of the form and context rules are violated when trademarks are used in domain names, with the result that the marks are weakened. For that reason, CREA has developed specific policies for use of the MLS® and REALTOR® families of marks on the Internet.



The policies provide as follows:

- i. REALTOR® and REALTORS® can be used in domain names and email addresses only in conjunction with the name of the member or the member’s firm. They can never be used alone or with geographical, descriptive or other modifiers. Punctuation, while preferred, is not mandatory.
- ii. None of the marks can ever be used in meta-tags, in the name of any website computer directory, or as sponsored keyword search terms.
- iii. In all advertising where the domain name is displayed, there must be an acknowledgment that the terms are trademarks of The Canadian Real Estate Association. Therefore, the phrase “The trademarks REALTOR® and REALTORS® are controlled by The Canadian Real Estate Association (CREA) and identify real estate professionals who are members of CREA. Used under license” must be included with all domain names that include the marks.

Some **examples** of proper and improper use of REALTOR® and REALTORS® in domain names are as follows:

Improper Use in Domain Names	Proper Use in Domain Names
www.calgaryrealtor.ca	www.johndoerealtor.ca
www.professionalrealtor.ca	www.johndoe-realtor.ca
www.simontherealtor.ca	
Improper Use in E-mail Address	Proper Use in E-mail Address
realtor4@rogers.com	johndoe-realtor@sympatico.ca
superrealtor@shaw.ca	johndoerealtor@sympatico.ca
thebestrealtors@sympatico.ca	

HINT: These uses are only compliant if they also include the trademark notice discussed above.

III. The REALTOR® Trademark Family



Use in Social Media

REALTOR®

The REALTOR® trademarks may be used in user names, email addresses and other forms of identification information in Social Media. All of the general context and form rules apply, with the following exceptions:

1. The REALTOR® trademarks do not need to be entirely capitalized.
2. The ® registration symbol does not need to be displayed with every use of the marks.

Although not required, members are encouraged to use capitalization and the ® registered symbol in user names, email addresses and other forms of identification information where possible.

The REALTOR® trademarks may be used in a tweet or posting on Social Media provided they comply with all of the general form and context rules. In particular:

1. The marks must be spelled exactly as registered. The terms REALTOR® and REALTORS® are to be spelled all in capitals.
2. The ® registration symbol must be displayed with every use of the marks.

Members are encouraged to include a statement that REALTOR® is a trademark of The Canadian Real Estate Association, regardless of how the REALTOR® trademarks are used in Social Media, where possible.

Some **examples** of proper and improper use of REALTOR® and REALTORS® in Social Media are as follows:

Example	Improper Use in Social Media	Proper Use in Social Media
Facebook Professional Page Name	ABCRealtyTorontoREALTORS JohnDoeTopSellingREALTOR	ABCRealty, Realtors John Doe, Realtor
Twitter user name	@JohnDoeTopSellingREALTOR	@JohnDoe_REALTOR
In Facebook posting or Tweet	I am a real estate professional. I'm also a realtor®.	I am a real estate professional. I'm also a REALTOR®.
In Facebook posting or Tweet	I am a real estate professional. I'm also a REALTOR.	I am a real estate professional. I'm also a REALTOR®.



III. The REALTOR® Trademark Family

8. Use of the REALTOR® Logos

Elements

The official REALTOR® logo consists of an "R" in the Futura font, or typeface, on a contrasting rectangular background to form a block "R". The word REALTOR® is then centered under the rectangle.

Only members in Quebec are permitted to use the REALTOR® "R" logo without the term REALTOR® below the "R" block.

Size

The dimensions of the rectangle, the size of the Futura "R" in relation to the rectangle's dimensions, and the length and font size of the word REALTOR® are important design features of the REALTOR® logo. So is the space between the rectangle and the word REALTOR®.

You can reduce the size of the overall logo to meet the needs of the intended application, but it must never be reduced to the point where the word REALTOR® cannot be read.

Spacing

The REALTOR® logo must be separated from other logos or lettering, designs or emblems by a minimum distance of one-half the width of the rectangle, or "block R".

Colour and Contrast

There is no official colour for the REALTOR® logo, but the following three rules must be adhered to:

1. Any 2-colour combinations may be used but the colours must be sharply contrasting.
2. The block surrounding the "R" and the REALTOR® term must be the same colour (i.e. if the block surrounding the "R" is black, then the REALTOR® term must also be black).
3. The "R" must be a sharply contrasting colour to the block and the REALTOR® term. If the block is dark, the "R" should be light. It is preferable, but not required, to have the "R" the same colour as the paper background.

If you are using the logo on a dark background and intend to reverse the logo elements, make sure you reverse ALL of the elements. The usual colours must be reversed so both the rectangle and the word REALTOR® appear in a light colour on the dark background. The logo must never be framed or outlined.



III. The REALTOR® Trademark Family



Never

- Alter, reshape, or distort the logo;
- Combine the logo with any other graphics or text;
- Use the logo as a watermark or diminished graphic element in a presentation;
- Use the logos as a hypertext link to or from any website, including REALTOR.ca – authorized linking buttons to the REALTOR.ca website are available on REALTOR Link®.

Always

Use only the authorized versions of the REALTOR® logo that are available for download on REALTOR Link.®



IV. The MLS® Trademark Family

1. What Comprises the Family?

The MLS® family of marks consists of two (2) word marks and two (2) logos:



MLS®



MULTIPLE LISTING SERVICE®

Multiple Listing Service®

2. What Does MLS® Mean?

The MLS® trademark is defined in **CREA's Rules** as follows:

Rule 9.2.3

The MLS® Marks identify professional services rendered by members in good standing of CREA to effect the purchase and sale of real estate as part of a "plural system arrangement", also known as a co-operative selling system (the "MLS® Services"), in compliance with CREA's By-Laws and Rules, and the REALTOR® Code as amended from time to time, and in compliance with all applicable federal and provincial/territorial laws and regulations. The MLS® Marks do not identify or describe a computer database of real estate listings.

HINT: MLS® refers to a standard or quality of service provided by members of CREA in conjunction with Boards' co-operative listing systems. Don't think "MLS®", think "MLS® Services".

3. What Does MLS® NOT Mean?

The MLS® trademark does **NOT** mean a "database".



4. MLS® Versus MLS® System

The co-operative selling systems operated by real estate boards under the MLS® marks are critical to the provision of MLS® Services. These systems contain the real property listings of member brokers.

CREA licenses its member real estate boards to use those marks in association with the operation of their co-operative selling systems. Accordingly, the proper identification of these systems is “MLS® Systems”.

Rule 9.2.4 of CREA’s Rules contains a proper description of an MLS® System:

Rule 9.2.4

An MLS® System is a co-operative selling system operated and promoted by a Board or Association in association with the MLS® Marks. An MLS® System includes an inventory of listings of participating REALTOR® members, and ensures a certain level of accuracy of information, professionalism and co-operation amongst REALTOR® members to effect the purchase and sale of real estate.

5. MLS® and The FORM Rule

Applying the elements of the FORM Rule, the proper representation of the MLS® word marks requires the following:

Use proper punctuation and capitalization

Display the MLS® mark only in all capital letters, with no periods or other punctuation. Display the Multiple Listing Service® mark with each word beginning with a capital letter:

Wrong	Right
mls	MLS®
M.L.S	
multiple listing service	Multiple Listing Service®



IV. The MLS® Trademark Family

The ® registration symbol must appear immediately after the word

Wrong	Right
MLS Multiple Listing Service	MLS® Multiple Listing Service®

The mark cannot be distorted

Wrong	Right
<i>MLS®</i> <i>Multiple Listing Service®</i>	MLS® Multiple Listing Service®

The mark cannot be included with any other text or designs



HINT: The MLS® marks can never be used as part of a corporate or other business name.

IV. The MLS® Trademark Family



The trademark statement must be included

The trademark statement must be included with all uses of the MLS® marks, unless it is impossible to do so:

Perfect Form

“The trademarks MLS®, Multiple Listing Service® and the associated logos are owned by The Canadian Real Estate Association (CREA) and identify the quality of services provided by real estate professionals who are members of CREA. Used under license.”

NOTE: See page 9 for exemptions to the trademark statement requirement.



IV. The MLS® Trademark Family

6. MLS® and the CONTEXT Rule

Some improper “context” uses of MLS®

Wrong	Why	Right
“I placed a listing on the MLS®”	<ol style="list-style-type: none"> 1. MLS® is NOT a NOUN. It is a certification mark identifying a standard of services and must always be used as an ADJECTIVE. References to “the MLS®” are ALWAYS wrong. 2. MLS®, by itself, is never to be used to identify a real estate board’s co-operative listing system. 3. CREA’s Rules define a Board’s listing system as an “MLS® System. And, when using the term “MLS® System”, you must clearly be referring to a real estate Board. 	“I placed a listing on the Ottawa Real Estate Board’s MLS® System”
“ABC Realty just set up their own MLS® System (or Multiple Listing Service®)”	Only a member real estate Board is licensed by CREA to operate an “MLS® System”. Any company or individual can operate a property listing website or database, but it is NOT an MLS® System unless it is operated by a real estate Board under license with CREA.	“ABC Realty just set up their own listings site.”
“Remember this name for all of your real estate needs - M ary L ouise S mith”	The MLS® mark cannot be combined with other words or designs to create another image or branding.	“Remember this name for all of your real estate needs - Mary Louise Smith”
Mr. MLS®	<ol style="list-style-type: none"> 1. This is another attempt to develop a personal “branding” using the MLS® certification mark by combining the mark with text to “create” something else, which is not permitted. 2. MLS® is being used as a noun. 3. MLS® is a mark identifying the quality of services rendered by a group of people. It is improper for an individual to imply in advertising that he or she somehow has “better” access to the mark than someone else. 	N/A
“Ultimate MLS®”	<ol style="list-style-type: none"> 1. MLS® is being used as a noun, which is not permitted. 2. Never use adjectives with certification marks as adjectives tend to give the marks a generic meaning –a “thing” rather than a certification mark. 	N/A
MLS® Explorer (as computer program name)	The MLS® mark cannot be used in “product” or program names. MLS® is being used as a noun.	N/A
Flat Fee MLS®	The MLS® mark cannot be used as a product name.	Flat Fee Listings



What's wrong with this promo?



Answer

The MLS® mark cannot be used in combination with other letters or another mark to create something else. In this case MLS® is also being used as a noun, which is also not permitted.

HINT: The terms MLS® and Multiple Listing Service® are intended to be stand-alone words. Therefore, they should be displayed on business and promotional material on their own, with no other text, to indicate membership in CREA. This is the ideal way of using the trademarks.

There are only four ways of properly referring to the MLS® marks:

- When discussing the MLS® trademark generally [e.g. who owns the mark and the mark's registered meaning].
- When referring to the "MLS® Services" provided by REALTORS®.
- When referring to the "MLS® Systems" of member real estate boards.
- When using MLS® as a stand-alone mark on business and promotional material.

7. Use of MLS® on the Internet

Use in Domain Names and E-mail addresses

MLS® and Multiple Listing Service® must never under any circumstances be used by members in domain names or e-mail addresses.

~~www.vancouvermls.ca~~

~~mlsbob@rogers.com~~



IV. The MLS® Trademark Family

Use in Social Media

MLS®

Members are not permitted to use the MLS® and Multiple Listing Service® trademarks in their user names, email addresses or other forms of identification information in Social Media.

The MLS® and Multiple Listing Service® trademarks may be used in a tweet or posting on Social Media provided they comply with all of the general form and context rules. In particular:

1. The marks must be spelled exactly as registered. The term MLS® is to be spelled all in capitals, as are the first letters in Multiple Listing Service®.
2. The ® registration symbol must be displayed with every use of the marks.

When using the MLS® and Multiple Listing Service® trademarks in a tweet or posting, members are encouraged to include a statement that MLS® and Multiple Listing Service® are trademarks of The Canadian Real Estate Association, where possible.

Some **examples** of proper and improper use of MLS® in Social Media are as follows:

Example	Improper Use in Social Media	Proper Use in Social Media
Facebook Professional Page Name	ABCRealtyMLS	N/A
Twitter user name	@ABCRealtyMLS	N/A
In Facebook posting or Tweet	"I placed a listing on the Ottawa Real Estate Board's mls® System".	"I placed a listing on the Ottawa Real Estate Board's MLS® System."
In Facebook posting or Tweet	"I placed a listing on the Ottawa Real Estate Board's MLS System".	"I placed a listing on the Ottawa Real Estate Board's MLS® System."



8. Use of the MLS® Logos

Elements

The MLS® logo is generally described as three identically shaped boxes designed to look like a house, each rising to a point at the top. The letters "M", "L" and "S" are each located in one box in that order, in bold block letters. If the version of the logo that includes the full designation of "Multiple Listing Service®" is being used, the words must be printed all capitals in block to fit exactly below the three "houses", followed by the ® registration symbol in superscript.

Color and Contrast

The standard color combinations involve the left and right boxes in solid red, with the letters "M" and "S" in white. The centre box is outlined in black, with the letter "L" also in black. If the full designation of "Multiple Listing Service®" is used, the words must be printed in block in black, as described for the design.

Members are encouraged – but not required - to use this original black, white and red design (graphically referred to as black and one colour).

A black and white logo is also permitted.





IV. The MLS® Trademark Family

Never

- Alter, reshape, or distort the logos;
- Combine the logos with any other graphics or text;
- Use the logos as a watermark or diminished graphic element in a presentation;
- Use the logos as a hypertext link to or from any website, including REALTOR.ca – authorized linking buttons to the REALTOR.ca website are available on REALTOR Link®.

Always

Use only the authorized versions of the MLS® logos that are available for download on REALTOR Link®.

What's wrong with this promo?

Mike Likely Serves
up the power of



Answer

The MLS® initials must never be used to create a new logo or design, or as part of branding. The logo must also never be combined with any other logo.





1. CREA Trademarks REALTORS® are Licensed to Use

In addition to the MLS® and REALTOR® certification marks, CREA members are licensed to use other CREA trademarks on their business and promotional material.

The display of these word marks and logos is subject to form and context restrictions as well as any other terms and conditions established by CREA in its Rules, policies or agreements as amended from time to time. CREA has the right to withdraw its license at any time.

For more information, contact CREA at info@crea.ca

REALTORS Care® Family of Marks

The phrase “REALTORS Care®”.

The REALTORS Care® Design Mark:



For more information see www.realtorscare.ca.

The ICX™ Family of Marks

The ICX™ trademarks are used in the promotion of CREA’s commercial information exchange, also known as the commercial properties website. “ICX™” must only be used with capital letters without periods or spaces. It may not be used by anyone as part of a corporate name or trade name, or in connection with or as part of any other trademark, terminology, or designation. The ICX™ logos include:



The ICX™ logos, or their French equivalents, may only be displayed in the exact form shown above. No modification in either style or colour is permitted.



V. Additional CREA Trademarks

The MLS® Home Price Index Logos

The logos:



2. Other Trademarks

(for use only by CREA – cannot be used by members without permission)

CREA

The registered trademark CREA may be used by members only when referring to The Canadian Real Estate Association or its activities, initiatives, products, publications and services.

The mark may not be used in connection with any person or private business or activities, or in any other manner that falsely suggests that the activities of other individuals or groups are associated with or endorsed by The Canadian Real Estate Association.

There are no associated logos for member use. The word mark CREA must only be used with capital letters without periods or gaps. It may not be used by anyone as part of a corporate name or trade name, or in connection with or as part of any other trademark, terminology, or designation.

The French language equivalent, ACI or l'Association canadienne de l'immeuble, is not a registered trademark.

REALTOR Link® Family of Marks

The phrase "REALTOR Link®".

The logos:



The phrase "Lien IMMOBILIER^{MC}".



DDF®

The word mark "DDF®".

The French language equivalent, "SDD^{MC}".

Members may use the DDF® mark provided they comply with the following rules:

1. The letters DDF® must all be capitalized and followed by the registered trademark symbol;
2. The DDF® trademark can only be used by members of CREA to indicate their participation in the CREA DDF®;
3. Use of the DDF® mark must be accompanied, where possible, with the following statement "The trademark DDF® is owned by The Canadian Real Estate Association (CREA) and identifies CREA's Data Distribution Facility (DDF®)".

V. Additional CREA Trademarks



WEBForms® Family of Marks

WEBForms® identifies the service that provides electronic forms for various real estate transactions. The service is available to REALTORS® in Canada through the www.realtorlink.ca website. This family of marks include:

The word “WEBForms®”.

The logos and their French equivalents:





RULE 9: Certification Marks

9.1: The Marks

9.1.1: The Certification Marks (collectively, the “Marks”) owned or controlled by CREA, and that are licensed by CREA pursuant to the terms and conditions herein, are as follows:

- MLS®;
- Multiple Listing Service®;
- MLS® logos as shown in existing registrations, and such variations as may be permitted by CREA in writing (collectively, the “MLS® Marks”);
- REALTOR®;
- REALTORS®;
- REALTOR® logos as shown in existing registrations, and such variations as may be permitted by CREA in writing (collectively, the “REALTOR® Marks”).

9.1.2: CREA may in the future adopt other marks as certification marks, and may license them in CREA’s sole discretion, and on such terms and conditions as CREA may subsequently specify in writing.

9.2: Standards Associated with the Marks

9.2.1: The Marks are registered under the Trade-marks Act as certification marks and are protected throughout Canada.

9.2.2: The REALTOR® Marks identify Members of CREA who provide real estate brokerage services (the “REALTOR® services”) in compliance with CREA’s By-Laws and Rules, and the REALTOR® Code, as amended from time to time, and in compliance with all applicable federal and provincial/territorial laws and regulations.

9.2.3: The MLS® Marks identify professional services rendered by members in good standing of CREA to effect the purchase and sale of real estate as part of a “plural system arrangement”, also known as a co-operative selling system (the “MLS® services”), in compliance with CREA’s By-Laws and Rules, and the REALTOR® Code as amended from time to time, and in compliance with all applicable federal and provincial/territorial laws and regulations. The MLS® Marks do not identify or describe a computer database of real estate listings.

9.2.4: An MLS® System is a co-operative selling system operated and promoted by a Board or Association in association with the MLS® Marks. An MLS® System includes an inventory of listings of participating REALTOR® members, and ensures a certain level of accuracy of information, professionalism and co-operation amongst REALTOR® members to effect the purchase and sale of real estate.



9.3: Licensees of the Marks

- 9.3.1:** Subject to the terms of this Rule, the following Members of CREA (collectively, “Licensees”) are licensed to use, reproduce and display the Marks:
- 9.3.1.1: Boards;
 - 9.3.1.2: Associations;
 - 9.3.1.3: REALTOR® members.
- 9.3.2:** A corporation, partnership, or other entity operating as a licensed real estate firm may use, reproduce and display the Marks in the course of its business, provided that all licensed practitioners in any way affiliated with the real estate firm are REALTOR® members.
- 9.3.3** An individual, corporation, partnership or other entity who has been licensed by CREA in writing may use, reproduce and display one or more of the Marks for certain specific wares or services.
- 9.3.4:** Former REALTOR® members who are no longer licensed, but who are: honorary life members or equivalent of a Board/Association; or Honorary Affiliates of CREA, may display the REALTOR® Marks in a manner consistent with their honorary status provided that:
- 9.3.4.1: any such display is solely for the purpose of promoting membership in CREA, and not for any commercial or business purpose;
 - 9.3.4.2: the REALTOR® marks are not displayed in any manner that would lead a consumer to believe that the person is a licensed real estate practitioner;
 - 9.3.4.3: the person agrees in writing:
 - 9.3.4.3.1: to be bound by the REALTOR® Code and CREA’s By-Laws, Rules and Policies;
 - 9.3.4.3.2: to immediately cease displaying the REALTOR® Marks if requested to do so by CREA or the appropriate Board/Association.

9.4: Restrictions on License

9.4.1: Licensed Wares and Services

- 9.4.1.1: The Marks may only be used, reproduced and displayed in association with the REALTOR® services or the MLS® services, as the case may be, and such other wares, services or business as CREA may specifically permit in writing.
- 9.4.1.2: All Licenses granted pursuant to this Rule shall be non-exclusive.

9.4.2: Compliance with Standards

- 9.4.2.1: CREA owns or controls the Marks. As such, CREA has the absolute right to withhold, withdraw or suspend any Licensee’s right to use, reproduce or display the Marks, or any one of them, at any time, subject only to the terms of any specific written license agreement between CREA and each Licensee.
- 9.4.2.2: The terms and standards of the license to use the Marks are established in CREA’s By-Laws, Rules and Policies, as amended from time to time. The right to use the Marks is conditional on strict adherence to all terms and standards.



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- 9.4.2.3: At the request of CREA, each Licensee shall promptly provide samples of all use of the Marks, or any of them, for CREA's review, and each Licensee shall promptly take such steps or make such changes as CREA may request to rectify any non-compliance with these terms and standards.
- 9.4.2.4: Licensees shall have no right to use, reproduce or display the Marks, except as specifically provided for in this Rule. All other rights are reserved to and remain with CREA. Without limiting the generality of the foregoing, Licensees shall have no right to sub-license or assign their right to use, reproduce or display the Marks, or any of them, except as may be permitted by CREA in writing.

9.4.3: Licensee Responsibility For Use of Marks By Third Parties

- 9.4.3.1: Licensees are responsible for ensuring that buyers and sellers for whom they are providing any service, as well as any other third parties in any way involved in transactions, do not use the Marks in any unauthorized manner.
- 9.4.3.2: Any Licensee who partners with a non-member in the provision of real estate related services and wishes to permit that non-member to display CREA's marks must:
 - 9.4.3.2.1: Provide the non-member with a CREA notice of allowed displays of the Marks;
 - 9.4.3.2.2: Enter into a written contract with the non-member which provides as a minimum that:
 - 9.4.3.2.2.1: The non-member may only display the Marks in the manner specifically approved by CREA from time to time;
 - 9.4.3.2.2.2: The Licensee has the right to terminate the agreement at any time in the event of non-compliance by the non-member;
 - 9.4.3.2.2.3: Licensees are required to terminate these agreements in the event of a breach by a non-member.

9.4.4: Term and Termination

- 9.4.4.1: All Licenses granted pursuant to this Rule shall commence upon each Licensee satisfying the terms and conditions of CREA's By-Laws and Rules, and shall terminate upon each Licensee ceasing to be a Member in good standing of CREA, or upon CREA terminating the License as provided for in CREA's By-Laws and Rules, as amended from time to time.
- 9.4.4.2: Upon termination, each Licensee shall immediately cease any and all use, reproduction and/or display of the Marks, or any of them, and any and all similar marks, as, or as part of, any trademark, trade name, corporate name, domain name, or otherwise.



9.4.5: Estoppel

Licensees agree that they will not at any time, either during the term of, or following the termination of this license:

- 9.4.5.1: Challenge the validity or distinctiveness of the Marks or any other trademarks of CREA, or CREA's ownership thereof;
- 9.4.5.2: Use, display or attempt to register (as trademarks, trade names, corporate names or domain names) any word, phrase, term, acronym, initials or design that incorporate, or are confusingly similar to the Marks or any of them or any other trademark of CREA.

9.4.6: Business Restriction

The Marks may only be used by REALTOR® members in connection with their brokerage services relating to real estate transactions, as permitted by the relevant provincial or territorial real estate licensing legislation.

9.5: Usage Rules

9.5.1: General Rule

- 9.5.1.1: The Marks must always be displayed in a manner that enforces their distinctiveness as certification marks, and emphasizes that they are not generic or descriptive words.
- 9.5.1.2: The detailed usage requirements found in CREA's Policies must be complied with in every use, display or reproduction of the Marks. Any repeated failure to comply with these requirements shall entitle CREA to terminate the license.

9.5.2: Form Requirements

- 9.5.2.1: The Marks must always be displayed in the exact form and manner in which they are registered, as follows:
 - MLS®, Multiple Listing Service®;
 - REALTOR®, REALTORS®.
- 9.5.2.2: The ® registration symbol must always be displayed in conjunction with the Marks except in the case of any permitted new Marks that are not registered.
- 9.5.2.3: All business and promotional material displaying any of the Marks must, where possible, include the statement "Trademark owned or controlled by The Canadian Real Estate Association. Used under license."
- 9.5.2.4: The MLS® and REALTOR® logos must only be used, reproduced and displayed in the form as registered, or in such other form as may be approved by CREA in writing, as detailed in CREA's Policies as amended from time to time.



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9.5.3: Exceptions to Form Requirements

- 9.5.3.1: National and local media outlets may display the REALTOR® marks by capitalizing only the “R”, and are not required to display the ® symbol following the Marks, all in accordance with the Associated Press Style Book or the United Press International Style Book.
- 9.5.3.2: Textbooks and other educational material may use the Marks without the ® symbol provided that there is, at the beginning of the book or document, an explanation of the meaning and ownership of the Marks which has been approved by CREA.

9.5.4: Specific Additional Requirements – REALTOR® Marks

- 9.5.4.1: The REALTOR® Marks must only be used to identify the real estate brokerage services and related professional services provided by members of CREA. The REALTOR® Marks must never be used as a generic or descriptive name to identify a salesperson, broker, or other real estate professional.
- 9.5.4.2: The REALTOR® Marks must never be used as part of a business name or trade name or corporate branding except as may be permitted by CREA in writing.

9.5.5: Specific Additional Requirements – MLS® Marks

- 9.5.5.1: The MLS® Marks must only be used to identify the professional services provided by Members of CREA to effect the purchase and sale of real estate as part of a “plural system arrangement”, also known as a co-operative selling system. The MLS® Marks must never be used as a synonym for a “database of real estate listings.”
- 9.5.5.2: When referring to the co-operative selling systems operated by Boards and Associations, the proper terminology is “the MLS® System of the Board.”
- 9.5.5.3: The MLS® Marks must never be used as part of a business name, trade name, or corporate branding except as may be permitted by CREA in writing.
- 9.5.5.4: A REALTOR® member who does not have access to the MLS® System of a Board/Association may not use, reproduce or display the MLS® Marks.

9.6: Use of Marks by Boards and Associations

9.6.1: A Board may only use, reproduce or display the MLS® Marks if it operates, or otherwise provides its REALTOR® members with access to an MLS® System.

9.6.2: A Board or Association may use REALTOR® or REALTORS® as part of its corporate name and trade name, provided that:

16.6.2.1: the proposed name is approved in accordance with CREA’s Rules; and

16.6.2.2: the Board or Association executes a written license agreement with CREA prior to using the name.

9.6.3: Each Board and Association is licensed to use REALTOR® or REALTORS® in the name of its building and in the titles of its publications, provided that each use is first approved by CREA in writing.



9.7: Use of the Marks in Domain Names and on the Internet

9.7.1: Licensees shall not use the Marks or any of them or any other CREA trademarks in domain names, e-mail addresses, meta-tags or other Internet search fields unless specifically authorized to do so by CREA's Policies.

9.8: Enforcement

9.8.1: Boards and Associations are responsible for monitoring and enforcing the proper use, reproduction and display of the Marks in their own jurisdiction. This includes ensuring that real estate firm names, websites and other advertising materials (print and electronic) are compliant, and that Boards and Associations respond to complaints regarding improper uses of the Marks, and conduct discipline hearings in a prompt manner, as required.

Any questions or comments about the service or products CREA provides?
You can contact us on-line at info@crea.ca.

CREA THE CANADIAN
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