

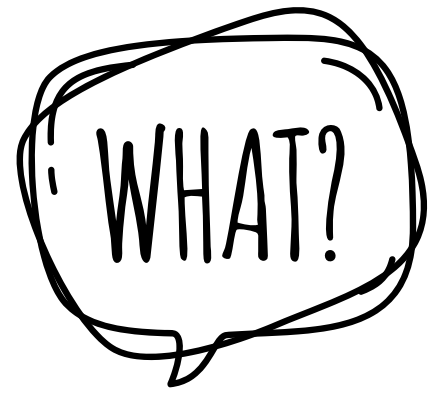
# UNPACKING BACB<sup>®</sup> INTELLECTUAL PROPERTY GUIDELINES

## Some Useful Information

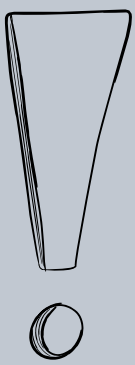
Please see the "Guidelines for Use of BACB Intellectual Property" for more information. <https://www.bacb.com/bacb-intellectual-property/>

## WHAT IS IT?

Intellectual Property (IP) includes things we create, like data sheets, trainings, and task analysis. It also includes things like logos and business names that can also be officially registered to increase protection. IP can be misused, like when someone copies or uses your work without your permission. Over time, if the owner does not protect their IP, they can lose their rights to it.



Standard **5.04** Use of Intellectual Property (Ethics Code for Behavior Analysts; BACB, 2020) requires that certificants know about and comply with IP requirements and laws.



## RISKS OF MISUSING BACB<sup>®</sup> IP

Protecting things like certification marks (i.e., the names of certifications like BCBA<sup>®</sup>, BCaBA<sup>®</sup>, and RBT<sup>®</sup>) ensures that consumers and others can rely on those certification marks to be an indicator that the individual using them has met the standards set forth by the BACB<sup>®</sup>. If an individual claims to be certified when they are not, there is a risk of harm to consumers. Similarly, if another company uses the same certification names, consumers can no longer be sure of what the certification means.

## IT'S BEST NOT TO...

It is important that an individual only use a certification mark if they are actively certified. Therefore, it is recommended that individuals do not use certification marks in the following ways because they may be difficult to quickly change if needed (e.g., temporary lapse in certification, voluntary inactive status)

- in an email address (e.g., janedoebcba@blahblahblah.com)
- In social media profiles or handles (e.g., @janedoesuperbcba)



## DEFINITELY OK TO

You worked hard to earn your certification! It is appropriate to include the correct certification title or mark, provided your certification is active, to indicate to others that you hold the certificate. You will likely use the appropriate certification mark after your name (e.g., Jane Doe, BCBA):

- in your email or document signature block
- on your resume or business card
- in a report where you indicate that you are the report writer
- in the title slide of a presentation slide deck

## TAKE ACTION!

- Protect your own IP (e.g., put your name on it, indicate if it is ok to be copied, reproduced, or used without your permission).
- Respect other's work by following IP requirements and laws.
- If you see someone misusing IP, reach out to have a conversation. Often IP misuse is unintentional, so approach the individual with the goal of respectfully gathering information. If you determine that there is an issue, solve it together.

## WHEN TO USE THE REGISTERED MARK

You can choose to use the registered mark each time you reference IP; however, it is fine to use it the first time the IP appears in your document or on a single webpage.