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**AACMA**

## AACMA Logo and Brands Usage Policy

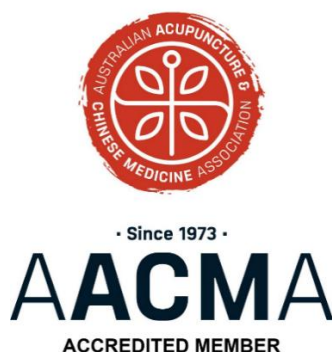
As the largest and most diverse association in Australia that is entirely focused on supporting members and enhancing the Chinese Medicine profession, the Logo and Brands of the Australian Acupuncture and Chinese Medicine Association Ltd (AACMA) are the visual embodiment of our organisation's identity, values, and commitment to excellence. Preserving the integrity of these trademarks and images is essential to maintaining our reputation as a symbol of professionalism and expertise in within Australian Healthcare.

### 1. Overview

- 1.1. The **Australian** Acupuncture and Chinese Medicine Association Ltd (ACN 010 020 390) (**AACMA**) has registered the following logo and brands names as registered trademarks (**AACMA Logo and Brands**).

Item	Logo	Words	Words
Details		<b>AACMA</b>	<b>AUSTRALIAN ACUPUNCTURE &amp; CHINESE MEDICINE ASSOCIATION</b>
<b>IP Australia trademark registration number</b>	2040356	2040355	2040357

- 1.2. The AACMA Logo and Brands are and remain the property of AACMA.
- 1.3. The AACMA Logo that is available for members to use includes the wording “Accredited Member”. It appears as;



### 2. Purpose

- 2.1. This Policy outlines the guidelines for the use of the AACMA Logo and Brands by Members of AACMA (**Members**).

### 3. Scope

- 3.1. This Policy applies to all AACMA Members.



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#### 4. Policy

- 4.1. The AACMA Logo and Brands are a valuable asset and must be used by Members in a manner that reflects positively on AACMA.
- 4.2. Members are authorised and encouraged to use the AACMA Logo and Brands to enable the public to identify them more easily as being part of AACMA.
- 4.3. Members are authorised to use the AACMA Logo and Brands on or in any stationery, office windows, office walls, advertisements (including printed and electronic), emails, business cards or website connected with their practice in recognition of their membership of AACMA subject to the following conditions:
  - (a) in order to identify the Member as an accredited and practising Member of AACMA, the entire AACMA Logo and/or Brand wording, including the term “Accredited Member”, must be included when using AACMA Logos and Brands;
  - (b) the AACMA Logo and Brands used must be the AACMA Logos and Brands in the forms approved by AACMA and MUST NOT be altered in any way (other than to resize them with proportions remaining the same);
  - (c) the AACMA Logo and Brands must be used only to promote the Member’s affiliation with AACMA but MUST NOT be used in any way to suggests endorsement or approval by AACMA of any product, service, or activity such as:
    - (i) the Members, the Member's practice or the Member's training;
    - (ii) any activities undertaken by the Member to promote or advertise the Member's business;
    - (iii) the supply or provision of any products by the Member;
    - (iv) the provision by the Member of training or courses either directly or as an agent for or promoter. This includes training or courses directed towards to those who are not registered with the Chinese Medicine Board of Australia, who teach acupuncture, dry needling, cupping, gua sha, tui-na or Chinese herbal medicine or any other training that is within the scope of practice of registered Chinese Medicine practitioners; and/or
    - (v) in a multi practitioner or multi-modality clinic that includes both Members and non-Members practitioners, the practice or activities of non-Members practitioners;
  - (d) the AACMA Logo and Brands MUST NOT be used in any way that is misleading, deceptive, or likely to cause confusion;
  - (e) the AACMA Logo and Brands must not be used in any way that is contrary to AACMA’s objectives or values;
  - (f) the AACMA Logo and Brands must not be used in any way that infringes on AACMA’s intellectual property rights;
  - (g) the AACMA Logo and Brands and any other mention of being a Member of AACMA may only continue to be used or to appear for so long as the Member remains a Member of AACMA; and



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- (h) where the AACMA Logo and Brands are affixed to the walls or windows in any office premises, upon the office premises being vacated by the Member, the AACMA Logo and Brands and any other mention of being a Member of AACMA must be removed.

**5. Approval by AACMA**

- 5.1. If a Member wishes to use the AACMA Logo and Brands in a way that is not permitted under this Policy, the Member must forward an application in writing to the AACMA Chief Executive Officer and must receive approval in writing from AACMA for that special use prior to using the AACMA Logo and Brands.

**6. Enforcement**

- 6.1. AACMA reserves the right to take disciplinary and / or legal action against any Member who breaches this Policy.

**7. Review**

- 7.1. This Policy will be reviewed from time to time or as legislation is amended, in light of current good practice and applicable regulatory advice.

**8. Authorisation of Policy**

**Paul Stadhams**  
**Chief Executive Officer and Company Secretary**  
18<sup>th</sup> January 2024