



# The Myers-Briggs Company Trademark Guidelines

Trademarks are words or symbols that are used to identify a company's products and/or services and differentiate them from those offered by other companies.

Trademarks are valuable assets. Customers expect a certain standard of quality from a company's products and/or services based on recognition of its trademarks.

In order to protect its valuable trademark assets, The Myers-Briggs Company has adopted the following guidelines, which must be adhered to by all persons and entities using our trademarks. In addition, enclosed is a list of The Myers-Briggs Company trademarks. If you have any trademark questions or are uncertain about the proper reference in a particular case, please do not hesitate to contact our European Legal Department via [legal.eu@themyersbriggs.com](mailto:legal.eu@themyersbriggs.com).

The key to trademark protection is to ensure that the public always recognizes a particular word

or symbol as a trademark and not simply as the generic name for a product. Please follow The Myers-Briggs Company Trademark Guidelines when using or displaying any of our trademarks or the trademarks of other companies from whom we are licensed, as below.





Enquiries about trademarks may be directed to:

European Legal Department  
The Myers-Briggs Company Limited  
Elsfield Hall  
15-17 Elsfield Way  
Oxford OX2 8EP  
United Kingdom  
e. [legal.eu@themyersbriggs.com](mailto:legal.eu@themyersbriggs.com)  
t. +44 1865 404 500

## The Myers-Briggs Company product trademarks

Trademark	Acknowledgment
ABLE™	ABLE is a trademark of The Myers-Briggs Company Limited.
California Psychological Inventory™	California Psychological Inventory is a trademark of The Myers-Briggs Company in the United States and other countries.
Core Characters™	Core Characters is a trademark of The Myers-Briggs Company Limited.
CPI™	CPI is a trademark of The Myers-Briggs Company in the United States and other countries.
CPI 260®	CPI 260 is a trademark or registered trademark of The Myers-Briggs Company in the United States and other countries.
FIRO®	FIRO is a trademark or registered trademark of The Myers-Briggs Company in the United States and other countries.
FIRO-B®	FIRO-B is a trademark or registered trademark of The Myers-Briggs Company in the United States and other countries.
FIRO-Business®	FIRO Business is a trademark or registered trademark of The Myers-Briggs Company in the United States and other countries.
Fundamental Interpersonal Relations Orientation™	Fundamental Interpersonal Relations Orientation is a trademark of The Myers-Briggs Company in the United States and other countries.
Fundamental Interpersonal Relations Orientation–Behavior™	Fundamental Interpersonal Relations Orientation–Behavior is a trademark of The Myers-Briggs Company in the United States and other countries.
Innovation Potential Indicator™	Innovation Potential Indicator is a trademark of The Myers-Briggs Company Limited.
Introduction to Type®	Introduction to Type is a trademark or registered trademark of Myers & Briggs Foundation, Inc. in the United States and other countries.
Myers-Briggs Type Indicator®	Myers-Briggs Type Indicator is a trademark or registered trademark of Myers & Briggs Foundation, Inc. in the United States and other countries.
Myers-Briggs®	Myers-Briggs is a trademark or registered trademark of Myers & Briggs Foundation, Inc. in the United States and other countries.
MBTI®	MBTI is a trademark or registered trademark of Myers & Briggs Foundation, Inc. in the United States and other countries.
OPPassessment™	OPPassessment is a trademark of The Myers-Briggs Company Limited.
Smarter™	Smarter is a trademark of The Myers-Briggs Company Limited.
Step I™, Step II™ and Step III™	Step I, Step II and Step III are trademarks of Myers & Briggs Foundation, Inc. in the United States and other countries.
Strong Interest Inventory®	Strong Interest Inventory is a trademark or registered trademark of The Myers-Briggs Company in the United States and other countries.
TKI®	TKI is a trademark or registered trademark of The Myers-Briggs Company in the United States and other countries.
Typies®	Typies is a trademark or registered trademark of The Myers-Briggs Company Limited.

## The Myers-Briggs Company product trademarks

Logo	Acknowledgment
	The ABLE logo and The ABLE Series logo are trademarks or registered trademarks of The Myers-Briggs Company Limited.
	The Core Characters logo is a trademark or registered trademark of The Myers-Briggs Company Limited.
	The CPI logo is a trademark of The Myers-Briggs Company in the United States and other countries.
	The CPI 260 logo is a trademark of The Myers-Briggs Company in the United States and other countries.
	The FIRO logo is a trademark of The Myers-Briggs Company in the United States and other countries.
	The FIRO-B logo is a trademark or registered trademark of The Myers-Briggs Company in the United States and other countries.
	The FIRO Business logo is a trademark of The Myers-Briggs Company in the United States and other countries.
	The Innovation Potential Indicator logo is a trademark of The Myers-Briggs Company Limited.
	The MBTI logo is a trademark or registered trademark of Myers & Briggs Foundation, Inc. in the United States and other countries.
	The Myers-Briggs logo is a trademark of Myers & Briggs Foundation, Inc. in the United States and other countries.
	The OPPassessment logo is a trademark or registered trademark of The Myers-Briggs Company Limited.
	The Smarter logo is a trademark or registered trademark of The Myers-Briggs Company Limited.
	The Strong logo is a trademark or registered trademark of The Myers-Briggs Company in the United States and other countries.
	The Myers-Briggs Company logo is a trademark or registered trademark of Myers & Briggs Foundation, Inc. in the United States and other countries.
	The TKI logo is a trademark of The Myers-Briggs Company in the United States and other countries.
	The Typies logo is a trademark of The Myers-Briggs Company Limited.

## Designation of trademark symbols

The circle-R symbol (®) identifies a trademark that has been formally registered under a trademark registration system, including the UK Intellectual Property Office (IPO), the European Union Intellectual Property Office (EUIPO) and the U.S. Patent and Trademark Office (PTO). It is used when the mark identifies the products or services for which the mark has been registered. The ® symbol is usually placed in the upper right-hand corner of the trademark.

The TM symbol (™) identifies a trademark that has not been

formally registered under a trademark registration scheme. It is used when a mark identifies products or services with which the mark is used but for which registration is either pending or has not been sought. The ™ symbol is usually placed in the upper right-hand corner of the trademark. Note that unregistered trademarks are still protected under intellectual property laws.

If you are uncertain as to which symbol should be used, do not hesitate to contact the Legal Department [legal.eu@themyersbriggs.com](mailto:legal.eu@themyersbriggs.com).

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## The Myers-Briggs Company trademarks and social media

Social media presents new and exciting opportunities for fans of our products and services to share their enthusiasm for our brand. However, please understand that these Trademark Guidelines are equally applicable for content posted on the internet, and we ask that you adhere to these Trademark Guidelines when referring to our trademarks on social media platforms.

Note that **you may not reproduce our trademarks without a written license agreement**. In order to avoid confusion, you should refrain from using any of our trademarks or copyrighted content as your profile picture, avatar, or other similar user icon.

If you are a Certified Practitioner, you may license the appropriate

Certified Logo by applying to license a Certified Logo at <https://eu.themyersbriggs.com/en/About/News/1709-Celebrating-practitioner-credentials> or by sending an email to [legal.eu@themyersbriggs.com](mailto:legal.eu@themyersbriggs.com). However, even those Certified Logos should not be used as part of any profile picture, avatar, or other similar user icon.

We do make certain content available for use by practitioners and this can be found in our Practitioner Downloads area of our Knowledge Centre at <https://eu.themyersbriggs.com/en/Knowledge-centre/Practitioner-downloads>. We encourage you to use this content, in accordance with the terms and conditions found at <https://eu.themyersbriggs.com/en/About/Legal-notice/Use-of-logos-and-materials>.

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## Trademark usage guidelines

Please refer to the trademarked products and services by their associated trademarks and service marks, and ensure that your references (a) are truthful, fair, and not misleading; and (b) comply with these Guidelines (which may be modified from time to time at The Myers-Briggs Company's sole discretion). When using our trademarks:

- Follow the Guidelines described below and on the following page.
- Do not incorporate these trademarks into your own product names, service names, trademarks, logos, domain names, company names, email addresses, social media usernames, metatags, or advertising campaigns, unless you have obtained The Myers-Briggs Company's prior, written permission.
- Do not adopt marks or logos that are confusingly similar to our marks.

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### Guideline 1 Always use a trademark as an adjective, accompanied by an appropriate noun.

Never use a trademark as a noun. Do not pluralize a trademark or make it possessive (which would be using it as a noun). Do not join a trademark to other words, symbols, or numbers, either as one word or with a hyphen. And never abbreviate a trademark. Here are some examples of proper and improper use of our trademarks:

- **Proper use:** She administers the MBTI® assessment.
- **Improper use:** She administers the MBTI®.
- **Proper use:** We use the Myers-Briggs® assessment tool.
- **Improper use:** We use Myers-Briggs®.
- **Proper use:** The FIRO-B® instrument is a powerful resource.
- **Improper use:** The FIRO-B® is a powerful resource.

## Guideline 2 Always use an appropriate trademark symbol.

For the trademark symbol, the superscript circle-R (®) or the raised TM (™) is preferred, but if it is not available, use parentheses: (R) or (TM).

- On websites, use the ® or TM symbol at the most prominent use of the trademark (typically in a header) and again on the first occurrence in the body of the text—use of the ® or TM symbol must be repeated on every separate web page in which the trademark appears.
- In letters, memos, press releases, white papers, advertising, and brochures, and in slides, video, and other multimedia presentations, use the ® or TM symbol at the most prominent

use of the trade-mark (usually a headline) and again on the first occurrence in copy.

- In newsletters, magazines, and publications containing multiple articles, use the ® or TM symbol on the first occurrence of each trademark in the table of contents and in headlines, and on the first occurrence in **every** article in which the trademark is used.
- In annual/quarterly reports, books, technical documentation, and other bound documents, use the ® or TM symbol on the first occurrence of the trademark in the table of contents, in headlines, and on the first occurrence in text.

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## Guideline 3 Always use an appropriate trademark acknowledgment.

A trademark acknowledgment alerts readers to the ownership of the trademark. The appropriate trademark acknowledgment will vary depending on who owns the mark. The attached list of trademarks will identify the proper owner for you. If multiple trademarks appear on the same page or in the same printed material, the acknowledgments may be combined.

- Use the acknowledgment in printed material such as advertising and marketing materials, press releases, slides,

presentations, brochures, and annual/quarterly reports. In these materials, the acknowledgment should appear as a footnote and, in multiple-page documents, on the last page of the document.

- Use the acknowledgment on websites. The acknowledgement should appear after the click for “Legal Information” or, if there is no “Legal Information” page, on the website’s home or start page.

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## Guideline 4 Always use the trademarks in the way they were intended to be used.

Please do not alter the trademarks in any way. Do not parody them or portray them in a negative light.

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## Guideline 5 Use our trademarks to refer only to the genuine trademarked products and services.

For example, use the MBTI trademark only to refer to the genuine MBTI products and services. The only way to obtain an MBTI personality type assessment is by using the authentic MBTI

assessment. Other personality type instruments should not be described using the Myers-Briggs Type Indicator, Myers-Briggs, and MBTI trademarks.

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For additional information, contact the Legal Department via [legal.eu@themyersbriggs.com](mailto:legal.eu@themyersbriggs.com).

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The Myers-Briggs Company is the exclusive publisher of the MBTI® instrument.

Myers-Briggs Type Indicator, Myers-Briggs, MBTI, the MBTI logo, and The Myers-Briggs Company logo are trademarks or registered trademarks of Myers & Briggs Foundation, Inc. in the United States and other countries. FIRO-B is a trademark or registered trademark of The Myers-Briggs Company in the United States and other countries.

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