



Use of AI Designations

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Introduction

The Appraisal Institute name, logo, membership designations and designation emblems (collectively “marks”) are recognized worldwide for representing quality services. These marks serve the function of distinguishing the goods and services of the Appraisal Institute and AI Professionals from those of our competitors. To help ensure that these marks continue to benefit the Appraisal Institute and AI Professionals, the Appraisal Institute has registered its name, logo, membership designations and designation emblems with the United States Patent and Trademark Office. These marks are the exclusive property of the Appraisal Institute.

To ensure that the Appraisal Institute and AI Professionals continue to receive the benefit of the goodwill established in the Appraisal Institute name and designations, Designated members, Candidates for Designation, Practicing Affiliates and Affiliates must use the trademarks properly. By doing so, the image of the Appraisal Institute and AI Professionals will be reinforced in the minds of the public and users of their services. Consistent and proper use of these trademarks will also enhance the organization’s ability to take action against nonmembers who use the Appraisal Institute name and designations.

The following summarizes the proper use of the Appraisal Institute name, membership designations and designation emblems on stationery, business cards, reports, Web sites, social media, advertisements, email addresses and other professional uses.

Rules governing the use of Appraisal Institute trademarks, can be found in the Bylaws, Regulations and policies of the Appraisal Institute, including Regulation No. 5, the Code of Professional Ethics and the Trademark Usage Manual which can be found on the Appraisal Institute website.

Use of Membership Designations

GENERAL USAGE REQUIREMENTS

Designated members must use membership designations in a manner consistent with their registration with the U.S. Patent and Trademark Office and with the rules set forth in the Bylaws, Regulations and policies of the Appraisal Institute, including Regulation No. 5 and the Code of Professional Ethics . Designated members must use the membership designations in a manner that is not misleading.

The membership designations must appear in capital letters and cannot appear in lettering larger than that of the Designated member's name. The letters in each membership designation must be used without a period or space after each letter. If a member holds multiple membership designations, the member must separate the designations with commas rather than hyphens.

Correct:
Joan Q. Appraiser, MAI, AI-GRS
Joseph R. Appraiser, SRPA, SRA

Incorrect:	Why Incorrect:
Joan Q. Appraiser, MAI-SRA	Hyphenation
Joseph R. Appraiser, SRPA, SRA	Designation is larger than name

USE IN CONJUNCTION WITH A COMPANY NAME

Membership designations are conferred only upon individuals and may only be used in connection with the name of the person upon whom the designation was conferred. Designated members may not use membership designations and/or references to the designation in connection with the name, logo, or signature of any firm or in any manner that might be interpreted as referring to any entity other than the Designated member. Membership designations also may not be used in any manner that implies that a Candidate for Designation, Practicing Affiliate, Affiliate, or nonmember is designated.

Correct:
John Doe, SRPA

Incorrect:	Why Incorrect:
John Doe and Associates, MAI	Designation with company name

However, if a firm has at least one owner, partner or employee who is a Designated member of the Appraisal Institute and who is engaged in Valuation Practice as defined by the Appraisal Institute Code of Professional Ethics for that firm, such firm may include in its promotional materials a statement similar in content to the following:

(Name of firm) has as owners, partners, or employees (number) individuals who hold the (designation) designation of the Appraisal Institute, (number) individuals who hold the (designation) designation of the Appraisal Institute, and (number) individuals who hold the (designation) designation of the Appraisal Institute (as appropriate). Some individuals may hold more than one Appraisal Institute designation.

USE IN E-MAIL ADDRESSES AND URLS

Designated members of the Appraisal Institute may use their membership designations in their email addresses provided that the designations appear directly after the Designated member's full name, as it would appear on letterhead or business cards. The use of the designations must not be hyphenated and no additional words, symbols, letters or numbers should be placed after the designation.

Correct:
johndoesra@aol.com

Incorrect:	Why Incorrect:
sra@aol.com	Designation without full name
johndoesra-mai@aol.com	Hyphenation between designations
ai-grsjohndoe@aol.com	Designation before name
johnsrparemax@aol.com	Designation with company name

Designated members **may not** use their membership designations as part of their Internet domain names or as URL addresses.

Incorrect:
www.johndoesrpa.com
www.johndoemai.com
www.johndoe.com/sra

DESIGNATION LETTERS DO NOT REPRESENT SPECIFIC WORDS

Appraisal Institute Designated members may not state that the letters in the designation stand for specific words. For example SRA is not an acronym for Senior Residential Appraiser. If SRA Designated members use the words “Senior Residential Appraiser” after the designation SRA, such use over time can result in SRA becoming the descriptive term for any senior residential appraiser, not only SRA Designated members of the Appraisal Institute. Similarly, if MAI Designated members use the words “Member, Appraisal Institute” after the designation MAI, such use over time can result in MAI becoming descriptive of any member of the Appraisal Institute, regardless of which designation they hold. For example, owners of the trademarks “aspirin” and “shredded wheat” lost their exclusive rights to use those terms when they became generic descriptions of a type of product.

Incorrect:
Jane Appraiser, MAI (Member, Appraisal Institute)
Joan Appraiser, SRPA (Senior Real Property Appraiser)
John Appraiser, SRA (Senior Residential Appraiser)
Joseph Appraiser, AI-GRS (Appraisal Institute General Review Specialist)
Jack Appraiser, AI-RRS (Appraisal Institute Residential Review Specialist)

Use of Designation Emblems

The rules governing the use of designation emblems are similar to those governing the use of the designations themselves. Designated members must use membership emblems in a manner consistent with their registration with the U.S. Patent and Trademark Office and with the rules set forth in the Bylaws, Regulations and policies of the Appraisal Institute, including Regulation No. 5, the Code of Professional Ethics and the Trademark Usage Manual. Designated members must use the designation emblems in a manner that is not misleading.

Designated members may use the designation emblems associated with the designations that they hold. The emblems may not be displayed in conjunction with the name of a firm or in any manner that might be interpreted as referring to any entity other than the individual member. The emblems may not be used adjacent to a list of names that includes both Designated members and Candidates for Designation, Practicing Affiliates or those not associated with the Appraisal Institute.

The designation emblems shall not appear larger than that of the Designated Member's name.

The emblems may appear only once on each piece of correspondence, web page, appraisal report cover, business card, or advertising material.

Reproduction of an Appraisal Institute designation emblem must be from electronic artwork obtained from the Appraisal Institute.

A Designation emblem shall be reproduced only in the official colors of the Appraisal Institute as determined from time to time by the Board of Directors.

A printed designation emblem must be an exact reproduction and shall not contain, be surrounded by or be part of any extraneous decoration or embellishment and shall be in the official colors or black and white unless written authorization is obtained from the national office of the Appraisal Institute.

Electronic artwork may be obtained from the national office by emailing: identity@appraisalinstitute.org

References to Candidacy for Designation

Candidates for Designation may refer to themselves with the terms “Candidate for Designation” on letterhead, business cards, websites and advertising materials and under a heading entitled “professional associations.” Candidates may use this term only in conjunction with the name of an individual and not in connection with the name, logo or signature of any firm, partnership or corporation. Candidates may not abbreviate these terms or place these terms under a heading entitled “professional designations” or “professional memberships.”

Correct:
John Doe, Candidate for Designation, Appraisal Institute

Incorrect:	Why Incorrect:
John Doe, Candidate Member, Appraisal Institute	Cannot reference membership
John Doe, C.F.D.	Cannot abbreviate
John Doe, SRA Candidate, Appraisal Institute	Cannot use designation

References to Practicing Affiliation and Affiliation

Practicing Affiliates and Affiliates may only refer to themselves by those terms on letterhead, business cards, websites and advertising materials and under a heading entitled “professional associations.” Practicing Affiliates and Affiliates may use these terms only in conjunction with the name of an individual and not in connection with the name, logo, or signature of any firm, partnership or corporation. Practicing Affiliates and Affiliates may not abbreviate these terms or place these terms under a heading entitled “professional designations” or “professional memberships.”


Correct:
Jane Doe, Practicing Affiliate, Appraisal Institute
Jane Doe, Affiliate, Appraisal Institute

Incorrect:	Why Incorrect:
Jane Doe, Affiliate Member, Appraisal Institute	Cannot reference membership
Jane Doe, P.A.	Cannot abbreviate


Appendix - Examples

SAMPLES OF CORRECT USE OF THE DESIGNATION EMBLEM. NOTE THAT THE EMBLEM IS USED WITH THE MEMBER'S NAME AND DESIGNATION.

Doe & Associates
Real Estate Appraisers
1234 Main Street Anytown, IL 60611
700-555-0280



John J. Doe, MAI



Edward C. Smith, SRA
Real Estate Appraiser

Doe & Associates
Real Estate Appraisers
1234 Main Street Anytown, IL 60611


SAMPLES OF CORRECT USE OF THE DESIGNATION EMBLEM. NOTE THAT THE EMBLEM IS USED WITH THE MEMBER'S NAME AND DESIGNATION.

SMITH AND SMITH INC.
Real Estate Appraisers
1234 Main Street Anytown, IL 60611



John J. Smith, MAI
Jane J. Smith, SRA

SAMPLE OF CORRECT USE OF THE DESIGNATION EMBLEM IN CONJUNCTION WITH A DESIGNATED MEMBER'S COMPANY LOGO. NOTE THAT THE DESIGNATION EMBLEM IS USED WITH THE DESIGNATED MEMBER'S NAME AND DESIGNATION.



Edward C. Smith, SRA
Real Estate Appraiser

Ed Smith & Associates
780 Baseline Rd., Suite 54
Humboldt, NY 11770
444-555-2545 • 444-555-6780 (fax)

allen associates

222 Central Ave.,
Plainville, IA 38939

Terry Allen, MAI
Real Estate Appraiser

T: 333-555-8833
F: 333-555-8834



allen associates 222 Central Ave., Plainville, IA 38939



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T: 333-555-8833 F: 333-555-8834

Terry Allen, MAI, SRA
Real Estate Appraiser



SAMPLES OF INCORRECT USE OF THE DESIGNATION EMBLEM. NOTE THE EMBLEM CANNOT BE INTERPRETED AS REFERRING TO A FIRM OR NONMEMBERS

Anderson Appraisal Service
Real Estate Appraisers
1234 Main Street Anytown, IL 60611
700-555-0280



Fulfilling all your appraisal needs

Anderson Appraisal Service
Real Estate Appraisers
1234 Main Street Anytown, IL 60611
700-555-0280

Robert D. Anderson, SRA
Kathleen Lane

