



Use Guidelines for Registered Play Therapist™ Trademarks

Overview

The Association for Play Therapy (APT) confers the REGISTERED PLAY THERAPIST™, RPT™, REGISTERED PLAY THERAPIST-SUPERVISOR™, RPT-S™, and SCHOOL BASED-REGISTERED PLAY THERAPIST™, SB-RPT™, credentials upon qualified licensed clinical mental health professionals to help parents, healthcare providers, and the public identify professionals who have obtained specialized training and experience in play therapy.

REGISTERED PLAY THERAPIST™, RPT™, REGISTERED PLAY THERAPIST-SUPERVISOR™, RPT-S™, and SCHOOL BASED-REGISTERED PLAY THERAPIST™, SB-RPT™, are trademarks owned by the Association for Play Therapy, Inc. ("APT"). As we continue our pursuit to formally register these credentials with the United States Patent & Trademark Office, our application will be strengthened by the widespread use of our trademarks consistent with these trademark guidelines.

Guidelines

APT provides these guidelines to help ensure you use these trademarks properly. Proper usage is essential to protect and strengthen the credibility of the credential and the trademarks so they may continue to serve their important purpose into the future.

1. Use APT Trademarks Properly.

Use APT trademarks with correct spelling and punctuation. When necessary, explain that these trademarks identify credentials.

Most Correct: Registered Play Therapist™
RPT™ credentials

Acceptable: RPT™

Incorrect: Registered-Play-Therapist
Reg. Play Therapist

2. Use the TM Symbol.

The trademarks identifying APT's credentials are special and exclusive – not all play therapists have earned these credentials. To communicate their trademark, exclusive status, place the "TM" symbol next to each trademark such as REGISTERED PLAY THERAPIST™ and RPT™ whenever possible. Do this in articles, press releases, advertisements, and websites. If space does not allow or if the text is too crowded you may omit the TM symbol.

3. Emphasize APT Trademarks.

Distinguish APT's trademarks from surrounding text. You may use ALLCAPS, (preferred), *italics*, **boldface**, or a different **color** font to emphasize APT's trademarks and distinguish them from surrounding text.

Most Correct: Ms. Allen is RPT™ credentialed.
Ms. Allen is a REGISTERED PLAY THERAPIST™.

Acceptable: Ms. Allen is a **Registered Play Therapist**™.
Ms. Allen is a *Registered Play Therapist-Supervisor*™.
Ms. Allen is a RPT™.

Incorrect: I am a registered play therapist-supervisor

4. Credit APT.

When possible, place a footnote on materials using the REGISTERED PLAY THERAPIST™ trademarks to explain their meaning and identify APT as the source of those credentials.

Registered Play Therapist™ and RPT™ [or *Registered Play Therapist-Supervisor*™ and RPT-S™] are trademarks identifying credentials exclusively issued by the Association for Play Therapy, Inc.

We thank you for your commitment to protecting the integrity and credibility of your play therapy credential by implementing these guidelines.