



## Non-Member Guidelines for Displaying CREA's Trademarks

CREA is the registered owner of the DDF<sup>®</sup>, MLS<sup>®</sup> and Multiple Listing Service<sup>®</sup> trademarks as well as the associated design marks. Further, REALTOR<sup>®</sup> Canada Inc., a subsidiary of CREA, is the registered owner of the REALTOR<sup>®</sup> and REALTORS<sup>®</sup> trademarks as well as the associated design marks. Only members of CREA are licensed to use and display CREA's trademarks in Canada.

Generally, non-members are not permitted to use CREA's trademarks but they may display the trademarks on their websites and marketing materials (in a limited manner) as long as such displays of the trademarks do not improperly imply to consumers that the company is a licensee of the mark. Further, the marks must be displayed in the proper form and context.

All non-members (i.e. Technology Providers, Vendors, Third Parties, etc.) should ensure any display of CREA's trademarks on their **own** websites and marketing materials complies with the guidelines set out below.

### **When displaying the MLS<sup>®</sup> trademarks, the following requirements must be followed:**

1. The MLS<sup>®</sup> logos may not be used, only the word MLS<sup>®</sup>.
2. Any generic use of the mark is unacceptable (e.g., MLS<sup>®</sup> means services provided by members of CREA therefore any use that implies MLS<sup>®</sup> means a database would be generic). Further, the proper way to refer to an MLS<sup>®</sup> System is "a real estate board's MLS<sup>®</sup> System" or "the MLS<sup>®</sup> System of a real estate board"; "the MLS<sup>®</sup>" is not acceptable.
3. Any display of the mark must be accompanied by the following disclaimer: "The trademarks MLS<sup>®</sup>, Multiple Listing Service<sup>®</sup> and the associated logos are owned by The Canadian Real Estate Association (CREA) and identify the quality of services provided by real estate professionals who are members of CREA".
4. Any display of the mark must have all letters of the word capitalized and followed by the registered trademark symbol, e.g., MLS<sup>®</sup>.
5. As a best practice, references to listing ID numbers should be displayed as "ID#", "Listing ID" or something along those lines. Using the MLS<sup>®</sup> trademark to refer to listing ID numbers, such as "MLS<sup>®</sup>#" or "MLS<sup>®</sup> Number", can perpetuate the false belief that the trademark represents a database of listing content as opposed to services provided by members of CREA as part of a cooperative listing system, unless it is accompanied with text that explains the meaning of the mark like the ownership text set out in point 3 above.
6. The MLS<sup>®</sup> marks must never be used as part of a business /company name, trade name, product name or in corporate branding.



**When displaying the REALTOR® trademarks, the following requirements must be followed:**

1. The REALTOR® logos may not be used, only the words REALTOR® and REALTORS®.
2. Any generic use of the marks is unacceptable (e.g., REALTOR® means member of CREA and therefore any use that implies the marks mean “real estate agent” would be generic).
3. Any display of the mark must be accompanied by the following disclaimer at or near the place of use: “The trademarks REALTOR®, REALTORS® and the REALTOR® logo are controlled by The Canadian Real Estate Association (CREA) and identify real estate professionals who are members of CREA”.
4. Any display of the mark must have all letters of the word capitalized and followed by the registered trademark symbol, e.g., REALTORS®.
5. The REALTOR® marks must never be used as part of a product name.

**When displaying the DDF® trademark, the following requirements must be followed:**

1. The letters DDF® must all be capitalized and followed by the registered trademark symbol.
2. The DDF® trademark can only be used to refer to the REALTOR.ca Data Distribution Facility (DDF®).
3. Use of the DDF® mark must be accompanied with the following statement “The trademark DDF® is owned by The Canadian Real Estate Association (CREA) and identifies the REALTOR.ca Data Distribution Facility (DDF®)”.
4. DDF® must not be used in product names, slogans, corporate branding, business names, domain names, or employee position titles.
5. Any Technology Provider that is willing to agree to the terms of a Data Access Agreement is able to become a Technology Provider for CREA’s DDF® and therefore any claims or statements that would give consumers the impression that your company has special access to CREA’s DDF® (e.g., CREA Approved, DDF® Certified, etc.) are not acceptable.

**If any non-member is displaying all three of these trademarks on their website then the trademark ownership set out in paragraph 3 for each mark can be combined into one paragraph as follows:**

The trademarks REALTOR®, REALTORS® and the REALTOR® logo are controlled by The Canadian Real Estate Association (CREA) and identify real estate professionals who are members of CREA. The trademarks MLS®, Multiple Listing Service® and the associated logos are owned by CREA and identify the quality of services provided by real estate professionals who are members of CREA. The trademark DDF® is also owned by CREA and identifies the REALTOR.ca Data Distribution Facility (DDF®).