

Improper Use of the MARKS by a Non-Member on a Social Media Website
(This letter can be used if you believe the non-member user is in your jurisdiction)

RE: Incorrect Use of Term REALTOR® in Username

Dear _____:

The terms REALTOR®, REALTORS®, and REALTOR-ASSOCIATE®, as well as the REALTOR® block "R" logo, are all federally registered collective membership marks owned by the National Association. Collective membership marks are a type of trademark, which, rather than indicating the source of a product or service, identify the user of the membership mark as a member of a particular group, in this case the National Association.

If you are not a member of the National Association, your use of the membership marks in this _____ username is incorrect and not authorized. To eliminate this potential source of conflict, we would appreciate your cooperation in revising your username to eliminate the use of the membership marks. Many times this is as simple as substituting an appropriate job title for the term being used; for example, real estate agent or broker can often be used without making any other changes to the text.

If you are a Member, please forward me the name of the local association where you hold membership. Members may find information on the proper use of the membership marks in usernames in the Law & Policy section of realtor.org at: <http://www.realtor.org/LetterLw.nsf/pages/TrademarkLogoRules>. If you have any questions after reviewing this information, please contact me.

Thank you in advance for your cooperation.

(Signature of Officer)