

## Ethics/Trademark Claim



The International Society of Arboriculture is a non-profit association serving over 35,000 Members and Credential Holders in over 50 countries around the world. Through research, technology, and education, ISA promotes the professional practice of arboriculture and fosters a greater worldwide awareness of the benefits of trees.

As both a professional association and credentialing body, ISA maintains logos that are used to promote an individual's affiliation with ISA. We recognize that on occasion, there may be either intentional or unintentional misuse of these logos. This information has been prepared to help you understand trademark violations and what you can expect after filing a complaint. Please review the following as you consider how to proceed:

- You can visit <http://www.treesaregood.org> to verify the status of ISA credential holders, but we strongly encourage you to contact our office to verify the status of an individual before filing your complaint.
- ISA will only accept Trademark Violation complaints that have been submitted using the enclosed form and which also contain adequate information to substantiate a violation. We do not take action on complaints without evidence of a violation.
- Sometimes, the logo misuse is unintentional. Before filing a complaint, please carefully review the ISA Branding and Style Guide which provides direction on how to properly use the various ISA logos. This will help you to determine what type of violation you think is being made.
- ISA will not share your name or information with the individual you are making a complaint against, but your name may not remain confidential if the complaint results in legal action.
- We may use copies of the documentation you supply in our communications with the alleged violator throughout the process.
- Once adequate information has been provided and reviewed, ISA will mail you a communication regarding the status of your claim, and what action may be taken.
- Privacy laws and restrictions prevent ISA from sharing the status or any other information related to a complaint once it has been accepted and is in process, unless the complaint results in legal action and you are involved in the case.
- Trademark violation cases can take up to several months, up to over a year, to reach complete resolution, so you may not see immediate compliance, depending on the nature of the violation(s).

We thank you for helping to make sure that only members and credential holders in good standing with ISA are allowed to promote themselves accordingly.

Sincerely,

A handwritten signature in black ink that reads "Caitlyn Pollihan". The signature is fluid and cursive, with the first name "Caitlyn" and last name "Pollihan" clearly distinguishable.

Caitlyn Pollihan, *Executive Director*  
International Society of Arboriculture

## What to Expect Once You File a Complaint

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1. Complaints can be submitted by mail, email, or fax, and are forwarded to the appropriate department.  
*Usually on the same business day*
2. Complaint forms and documentation are reviewed by ISA staff.  
*Can take 1-2 weeks depending on content and workload*
3. Status letter mailed to person making the complaint.  
*Usually goes out within 5 business days of review being completed*
4. Initial communication mailed to the company or individual violator.  
*Usually goes out within 5 business days of review being completed*
5. Violator is given 30 days to cure the issue and provide evidence of compliance.
6. Either the violator corrects the issue and provides evidence of this within the 30 days or does not respond or correct the default and the claim moves forward. If the issue is corrected within the 30 days, a letter is mailed to the violator stating that the claim has been satisfied and the file closed.
7. If the issue is not corrected within the 30 days, the claim is forwarded to ISA's attorney for further action.  
*Can take 2-4 weeks depending on content and workload*
8. Legal action may be taken against the violator (ISA makes the final determination on which cases are pursued).  
*Can take several months*
9. If the case is processed through court, the violator may be found guilty or not guilty of a Trademark Violation.  
*Can take an additional several months*
10. Violation is corrected and case is closed.  
*Total time unknown*

## Logo Misuse Complaint Form (1/2)

To help ISA maintain the integrity of its programs, services, and member benefits, we are providing this document to gather information which will help us determine whether or not a logo misuse or trademark violation has taken place. Please make sure to provide as much factual information as possible to substantiate your complaint. While the content you submit may be shared with the alleged violator, your name and contact information will remain confidential.

### Complaint Information (Complete in full)

Name of Company Being Reported: \_\_\_\_\_

AND/OR

Name of Individual Being Reported: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_ Other Info: \_\_\_\_\_

### Type of Complaint

Certification

Membership

Other: \_\_\_\_\_

### What evidence led you to make this complaint?

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### What documentation can you provide to support this claim?

Please include clear copies of any and all documentation. Examples of proof include business cards, Yellow Page ads, brochures or flyers, photographs of company trucks, company websites, or letterhead.

Advertisement

Communication

Photo of Vehicle Bearing Violation

Other (such as CertID being used): \_\_\_\_\_

## Logo Misuse Complaint Form (2/2)

### Have you contacted ISA to verify the individuals' status?

Please include the date and what the result was, if possible.

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### Your Contact Information

For ISA to follow-up with you regarding this information.

Full Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### Additional Contacts

Other individuals who have noted this issue whom we may contact.

Full Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### Resources

Forward this form and all documentation to:

International Society of Arboriculture

Attn: Trademark Violations

270 Peachtree St, NW Suite 1900 Atlanta, GA 30303

Email: [ethics@isa-arbor.com](mailto:ethics@isa-arbor.com)

Phone: 678.367.0981 x229