



ACTUARIAL SOCIETY  
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## **Trademark Usage Guide for the Fellow Member of ASHK**

### **Introduction – Proper Usage of the FASHK Designation**

All Fellow Members of the Actuarial Society of Hong Kong (“ASHK”), as approved and defined in the ASHK By-Laws, have the right to use the following designation:

## **FASHK**

FASHK is a registered trademark, and this designation may only be used by an ASHK Fellow Member who is a fully paid-up member of the ASHK in the current membership year, complies with the Continuing Professional Development requirements set out in [ASHK By-Law: Continuing Professional Development \(“CPD”\)](#), and whose membership has not been suspended or revoked. As the FASHK designation adds significant value to the credentials of a Member, ASHK Fellow Members are eligible and encouraged to acknowledge such achievement by using this designation where appropriate when conducting actuarial business. For the avoidance of doubt, ASHK Fellow Members are not required to use the FASHK designation.

This Trademark Usage Guide (“Guide”) has been developed to assist members in using the FASHK designation in an appropriate manner and avoiding improper use or infringement. It sets out the ways in which the FASHK designation may be used, and the rules applicable to its usage. Members should always follow this Guide when using the FASHK designation.

This Guide is effective 1<sup>st</sup> March 2020. The ASHK reserves the right to change this Guide from time to time. ASHK Members who may have any questions or become aware of improper usage or infringement of the FASHK designation should contact ASHK immediately at [info@actuaries.org.hk](mailto:info@actuaries.org.hk).

### **Recommended Uses for the FASHK Designation**

ASHK Fellow Members are permitted to use the FASHK designation in business cards, letterheads, signatures, promotional literature, signage, and other forms of printed, electronic, social media and written communications. Some examples include (but are not limited to):

1. After the name of an ASHK Fellow Member in written correspondence and/or as part of the email signature;
2. After the name of an ASHK Fellow Member on business cards, letterheads and/or name plates; and
3. As an identifier in resumes, curricula vitae, biographies, personal statements and/or published articles in magazines, newspapers, interviews, books and advertising.

ASHK Fellow Member should advise reporters, authors, editors, publishers and others on the proper usage of his/her name, as well as his/her FASHK designation are to be published.

### Rules for Use of the FASHK Designation

1. The FASHK designation should only be used as described in this Guide.
2. The FASHK designation may not be used before 1<sup>st</sup> March 2020.
3. The FASHK designation must follow the full name of the ASHK Fellow Member, separated by a comma. It must be capitalised with no space nor punctuations between the letters.

*Examples:*

Proper Use	Improper Use
"Peter Chan, FASHK"	"Peter Chan, fashk" "Peter Chan, F A S H K" "Peter Chan, F.A.S.H.K."

4. The registered trademark symbol ("®") is not required when the FASHK designation is placed after the name of the ASHK Fellow Member.

*Examples:*

Proper Use	Improper Use
"Peter Chan, FASHK"	"Peter Chan, FASHK®"

5. The FASHK designation must not be altered in any way or used to form new words, symbols or designs nor may they be translated into another language.

Examples of Improper Use
"FasHk" "FFASHKK"

6. The FASHK designation must not be used in conjunction with a company name or as part of an email address.

Examples of Improper Use
"FASHKProvider@web.com" "BestFASHK Company Limited"

7. The FASHK designation must not be used generically as a noun and should only be used as an adjective.

*Examples:*

Proper Use	Improper Use
"Peter Chan is a holder of the right to use the FASHK designation." "Peter Chan has obtained the FASHK credential."	"Peter Chan is an FASHK" "Peter Chan and Amy Wong are FASHKs"

8. A tag line must always be inserted at the end of an article and at the bottom of an advertisement or promotional literature that the “FASHK” trademark is a property of ASHK. In this instance, a registered trademark symbol (“®”) should be used.

**Examples of Proper Use**

“FASHK® is the registered trademark owned by ASHK.”

“FASHK® is the trademark owned by the Actuarial Society of Hong Kong.”

9. **If the membership of an ASHK Fellow Member is suspended or cancelled for any reason, he/she is prohibited from using the FASHK designation at any time during the period of suspension or after membership termination. Continued use of the FASHK designation by such Member constitutes an infringement of the FASHK trademark, and the Member may be subject to civil prosecution due to illegal usage of the trademark.**
10. While an ASHK Fellow Member who ceases membership for whatever reason may no longer be permitted to use the FASHK designation, he/she is not required to remove the FASHK designation from materials published prior to the membership cessation date.
11. Any ASHK Fellow Member who breaches one or more of the above rules and/or uses the ASHK designation in an inappropriate manner must rectify the breach/misuse as soon as practicable in accordance with the directions (if any) provided by the ASHK.

For the avoidance of doubt:

- (a) The ASHK Fellow Member is responsible for the usage of the FASHK designation in his/her name at all times; and
- (b) The ASHK Council has the final decision on whether the FASHK designation has been misused by an ASHK Fellow Member and whether legal actions shall be taken in the event of an infringement of the FASHK trademark.

1<sup>st</sup> March 2020