

DANB Mailing List Rentals



DANB offers Continuing Dental Education (CDE) providers, potential employers of DANB Certificants (Certified Dental Assistant [CDA], Certified Orthodontic Assistant [COA], Certified Preventive Functions Dental Assistant [CPFDA], Certified Dental Practice Administrator [CDPMA], Certified Oral Maxillofacial Surgery Assistant [COMSA]) or Holders of Certificates of Competency (Radiation Health and Safety [RHS], Infection Control [ICE], Coronal Polishing [CP], Sealants [SE], Topical Anesthetic [TA], Topical Fluoride [TF]) and select other groups the ability to rent a one-time-usage mailing list to promote courses/home study or employment opportunities that assist DANB Certificants in meeting their CDE requirements or obtaining employment.

Fax mailing list quote request and mailing sample to 312-642-1475 **OR** Mail to:

DANB
Attn: Lindsay Stevens
444 N. Michigan Ave., Suite 900
Chicago, IL 60611

Contact Lindsay Stevens at 1-800-367-3262, ext. 418, or lstevens@danb.org with any questions.

Upon receiving the mailing list quote request and mailing sample, DANB will generate a price quote within 2 business days.

DANB's Policy on Qualified Users

Purchase of DANB's mailing lists is limited to individuals and companies who have met DANB's guidelines, paid the appropriate fee and have the planned solicitation/distribution materials reviewed and approved by DANB to ensure that the material is appropriate and no false claims are made. DANB reserves the right to refuse requests for reasons including, but not limited to, those that are not in keeping

with DANB policies that uphold the privacy of the DANB stakeholders.

DANB is very protective of our Certificants' time, but recognizes the value in receiving information by mail. The revenue from this activity is used to support DANB's mission, to promote the public good by providing credentialing services to the dental community.

Conditions of Use

List rental is for one time use only. Mailings are subject to DANB approval and cannot be used for commercial or non-continuing education product sales solicitation. Some other uses of DANB's mailing lists may also be deemed not appropriate, pending DANB review of requests. No request will be considered without a copy of the intended mailing material. **Lists are seeded to ensure adherence to the conditions of use. If DANB does not receive the DANB-approved mailing, the purchaser will be prohibited from purchasing future DANB mailing lists.**

Limitation of Liability

Although DANB uses every reasonable effort to ensure the accuracy of its database, DANB makes no representation or warranty that its database/ mailing list is complete or free from error. DANB shall not be liable for any damages or loss sustained by the purchaser through the use of the database/ mailing list.

Base Rental Fee for One-Time Use

Entire DANB Certificants Database: (Includes all CDAs, COAs, CPFDA's, CDPMA's & COMSA's)Flat fee	\$2,500
Entire Holders of DANB Certificates of Competency Database: (Includes all holders of RHS, ICE, CP, SE, TA, TF Certificates of Competency)Flat fee	\$2,500
Entire Database of Both Selections from AboveFlat fee	\$4,000
Demographic Selection Options (Per Label Pricing): Non-Profit: \$.05 per name For-Profit: \$.07 per name		

Payment Information

Total DANB Certificant Mailing List Rental Fee

\$

D 101405
Code 3404

as quoted by DANB (see attached Quote Request)

Please indicate payment information below.

- Cashier's Check/Money Order payable to the Dental Assisting National Board, Inc. or DANB
- VISA MASTERCARD DISCOVER AMERICAN EXPRESS

Credit Card Authorization: Allows DANB to charge your credit card account. Please complete all information.

Credit Card Number _____ Expiration Date ___/___/___ Amount \$ _____

Cardholder's Name _____ Cardholder's Signature _____

Cardholder's Billing Address _____

City/State/Zip _____ Phone Number (_____) _____

Signature X _____ Date _____

By signing, the cardholder acknowledges purchase of the rental of the aforementioned DANB mail lists in the amount of the total shown hereon and agrees to perform the obligations set forth in the cardholder's agreement with the issuer. Furthermore, the cardholder understands that the signature obtained on this form shall be used to indicate receipt of purchase.

Upon payment by check, Visa, Mastercard, Discover or American Express, DANB will fulfill your order within 3 business days.

All orders must be paid prior to delivery.

DANB Mailing List Quote Request

A sample of the mailing **MUST** accompany this quote request. DANB may request revisions be made to the sample mailing and recommends not printing large quantities of the mailing before approval of the sample. Please refer to DANB's Trademark Usage Guidelines on page 3 of this application to ensure you are using DANB trademarks correctly on your sample. DANB seeds all mailing lists to ensure the DANB-approved sample is mailed to Certificants. If DANB does not receive the DANB-approved mailing, the purchaser will be prohibited from purchasing future DANB mailing lists.

Please print clearly and complete all sections.

Nonprofit For-profit

Company Name _____

Contact Name _____

Phone Number _____

Fax Number _____

E-mail _____

Purpose of Mailing _____

Estimated Mailing Date _____

I hereby attest that the purpose stated for requesting the mailing list is true and accurate, and that the communication I am submitting to DANB for approval is **exactly the same communication** as the one to be sent to those on the requested mailing list. I understand that any discrepancy will be grounds for action by DANB including, but not limited to, reporting such behavior to state authorities and refusal of future requests for mailing list rentals.

Signature X _____ Date _____

Full Database National Selections (Flat Rates)

Entire DANB Certificants Database (includes all CDAs, COAs, CPFDA's, CDPMA's, COMSA's):
\$2,500

Entire Holders of DANB Certificates of Competency Database (includes all ICE, RHS, CP, SE, TA, TF and may include duplicate names for individuals who hold both certificates): **\$2,500**

Entire Database of Both Selections from Above: **\$4,000**

Total National List Fee

Credential-Specific National Selections
(Rate based on database quantity and profit or non-profit status of applicant)

National database of DANB credentials. Choose from the credentials listed below:

CDAs COAs CPFDA's CDPMA's COMSA's
 ICE RHS CP SE TA TF

Total Credential-Specific National List Fee

State-Specific Selections
(Rate based on database quantity and profit/non-profit status of applicant)

State-specific database of DANB credentials. Choose from the credentials listed below:

CDAs COAs CPFDA's CDPMA's COMSA's
 ICE RHS CP SE TA
 TF

DANB will determine the fees based on the selections made to the left and fax this form back to you for your approval before proceeding.

Choose from the states listed below:

<input type="checkbox"/> Alabama	<input type="checkbox"/> Georgia	<input type="checkbox"/> Maryland	<input type="checkbox"/> New Jersey	<input type="checkbox"/> South Carolina
<input type="checkbox"/> Alaska	<input type="checkbox"/> Hawaii	<input type="checkbox"/> Massachusetts	<input type="checkbox"/> New Mexico	<input type="checkbox"/> South Dakota
<input type="checkbox"/> Arizona	<input type="checkbox"/> Idaho	<input type="checkbox"/> Michigan	<input type="checkbox"/> New York	<input type="checkbox"/> Tennessee
<input type="checkbox"/> Arkansas	<input type="checkbox"/> Illinois	<input type="checkbox"/> Minnesota	<input type="checkbox"/> North Carolina	<input type="checkbox"/> Texas
<input type="checkbox"/> California	<input type="checkbox"/> Indiana	<input type="checkbox"/> Mississippi	<input type="checkbox"/> North Dakota	<input type="checkbox"/> Utah
<input type="checkbox"/> Colorado	<input type="checkbox"/> Iowa	<input type="checkbox"/> Missouri	<input type="checkbox"/> Ohio	<input type="checkbox"/> Vermont
<input type="checkbox"/> Connecticut	<input type="checkbox"/> Kansas	<input type="checkbox"/> Montana	<input type="checkbox"/> Oklahoma	<input type="checkbox"/> Virginia
<input type="checkbox"/> Delaware	<input type="checkbox"/> Kentucky	<input type="checkbox"/> Nebraska	<input type="checkbox"/> Oregon	<input type="checkbox"/> Washington
<input type="checkbox"/> Dist. of Columbia	<input type="checkbox"/> Louisiana	<input type="checkbox"/> Nevada	<input type="checkbox"/> Pennsylvania	<input type="checkbox"/> West Virginia
<input type="checkbox"/> Florida	<input type="checkbox"/> Maine	<input type="checkbox"/> New Hampshire	<input type="checkbox"/> Rhode Island	<input type="checkbox"/> Wisconsin

Total State-Specific List Fee

Select Format (choose one below):

E-mail – Excel File (No additional fee)

E-mail – Label Format in MS Word (\$10.00) Avery Label # _____

Total Format Fee

Royalty Fee (computed by DANB)

\$25.00 per 1,000 names (\$25.00 minimum for less than 1,000 names)

Total Royalty Fee

Total DANB Certificant Mailing List Rental Fee \$

Dental Assisting National Board, Inc. (DANB®)

Usage Guidelines for DANB Trademarks



Dental Assisting National Board, Inc. (DANB)
444 N. Michigan Ave., Suite 900
Chicago, IL 60611
Phone: 1-800-367-3262 Fax: 1-312-642-8507

Questions about the *Usage Guidelines for DANB Trademarks* may be addressed to Katherine Landsberg, DANB's Assistant Director, Strategic Initiatives, at klandsberg@danb.org or at extension 431.

DANB Trademarks

The DANB logo and the DANB pin design are registered trademarks of the Dental Assisting National Board, Inc. (DANB). CDA®, COA®, CDPMA®, COMSA®, DANB®, and Dental Assisting National Board® are registered certification marks of DANB. RHS®, ICE®, and *Measuring Dental Assisting Excellence*® are registered service marks of DANB. CERTIFIED DENTAL ASSISTANT™ and CPFDA™ are certification marks of DANB. *Mark of Dental Assisting Excellence*™ and the DANB-Approved logo are service marks of DANB.

Who May Use DANB Trademarks with Permission

DANB Certification Marks

DANB certification marks can be used by individuals who are Certified by DANB to indicate to the public that they are Certified. These individuals are known as Certificants.

Certificants may use the DANB certification marks corresponding to each specific certification they hold (CDA, CPFDA, COA, CDPMA, and COMSA) after their names on a résumé, business card, website, in a book or publication, and in other print and electronic media. A Certificant may also display the mark corresponding to his or her certification on a nametag or uniform.

Examples:

Carla Schneider, CDA

Carol Oeder, CDA, COA, CPFDA, CDPMA

A Certificant may also use the marks DANB and DENTAL ASSISTING NATIONAL BOARD to indicate to the public that he or she is certified by DANB.

Examples:

An individual Certified by DANB may write the following on his or her résumé or in a professional biography:

DANB Certified for 13 years.

Dental Assisting National Board Certification earned in 1993.

To remain DANB Certified, an individual must maintain Certification by renewing annually and completing DANB's Recertification Requirements. If you earned DANB Certification in the past but have not maintained Certification annually, you may not use DANB's certification marks. If you are not Certified by DANB, you are not entitled to use any of DANB's certification marks. This is true even if you are authorized to use the identical mark in another country.

An individual who is no longer currently Certified but has been granted Emeritus status by DANB must not use the DANB certification mark corresponding to the former certification held after his or her name. However, a former Certificant who has been granted Emeritus status may use the certification mark corresponding to the former credential followed by a hyphen and the word "Emeritus."

Examples:

A former DANB Certificant who has been granted Emeritus status by DANB may use the certification mark corresponding to the former certification only if it is connected with a hyphen to the word "Emeritus," as follows:

Diana Smith, CDA-Emeritus

Rebecca Jones, CDA-Emeritus, COA-Emeritus

Other DANB Trademarks

DANB logo and DANB pin design

Unless express written permission has been granted by DANB, no individual or entity is authorized to use or reproduce the DANB logo or the DANB pin design.

DANB-Approved logo

Effective June 21, 2011, DANB discontinued its Continuing Dental Education (CDE) Approval Program and no longer accepts applications for approval of new CDE courses. DANB's Board of Directors voted to discontinue the DANB CDE Approval process to eliminate confusion about the meaning of "DANB CDE Approval" among DANB's stakeholders, many of whom mistakenly believed that DANB's approval process involved evaluation of a course's quality or that only DANB-approved CDE courses would meet DANB's Recertification Requirements. DANB's Board was also concerned that the rules for advertising a course as "DANB Approved" were often misunderstood by sponsors, leading to improper use of DANB's trademarks by some sponsors.

Formerly, each sponsor of continuing dental education (CDE) courses that were approved by DANB for CDE credit was granted a limited, revocable, nonexclusive license to use the "DANB Approved" logo in connection with approved continuing education courses. As of July 1, 2011, pursuant to the discontinuation of DANB's CDE Approval Program, all licenses to use the DANB-Approved logo have been terminated. No individual or entity is currently authorized to use, display, or reproduce the DANB-Approved logo.

Sponsors of those CDE courses that were approved by DANB for CDE credit before June 21, 2011 will be provided with alternate language to use to designate DANB CDE Approval through the end of the three-year period awarded by DANB for approval of a specific course or courses for CDE credit.

Other Permissible Uses of DANB Trademarks

Individuals and entities not affiliated with DANB may make nominative use of DANB's trademarks. That is, they may use the marks to refer to DANB's actual products, services, or certifications, as long as their use conforms to the following guidelines:

1. If you are making nominative use of DANB's protected marks, you must include the following DANB ownership statement on the same printed or electronic page where the mark appears:

[Mark] is a (registered) trademark of the Dental Assisting National Board, Inc. (DANB). This [publication, website, product, course] is not reviewed or endorsed by DANB.

2. When making nominative use of DANB marks, you must use the DANB mark as an adjective followed by a generic noun, such as "the CDA Exam," "DANB certification," or "the RHS Certificate of Competency."

It is also acceptable to use the possessive "DANB's" before a nominative use that contains a construction that includes a DANB-owned trademark followed by a generic noun, such as "DANB's RHS Exam" or "DANB's COA certification."

Do not use DANB's marks as a noun or display them in a plural or possessive form; notwithstanding the foregoing, you may use the possessive DANB's before another DANB mark.

Examples

Acceptable: "Prepare for DANB's CDA Exam"

Unacceptable: "DANB CDA Exam Review"

3. You may not display any DANB mark so that it is larger or more prominent than your own name or logo. You may not call attention to a DANB mark by making use of fonts/typfaces, colors, or font sizes that differ from those used in the surrounding text.
4. You may not incorporate a DANB mark into your corporate or business name or into a product name.
5. You may not use DANB's protected marks as part of an Internet domain name, or in meta tags or hidden text on any Internet page.
6. You may not use a DANB mark in any way that implies that the product or item being described is a DANB product or that it is endorsed by DANB. Example: "DANB CDA Exam Review" is unacceptable, because this use suggests sponsorship by or affiliation with DANB.
7. You must use DANB marks in a way that provides accurate information about DANB, DANB exams, eligibility pathways for DANB certification, and about the relationship between you and DANB.
8. If using a DANB mark in the title of course that is intended to prepare the course participant to take a DANB exam, you may not use a DANB mark as the first word in the course title, and may not otherwise give the impression that the course is a DANB product. No DANB mark may be used in a course title unless the title constitutes a nominative use, such as "Preparation course for DANB's CDA exam," and a disclaimer of affiliation, endorsement or sponsorship by DANB is present on the same page where the title that includes nominative use of a DANB mark is displayed.

When used in a course title, you may only use a DANB mark as part of a prepositional phrase, with DANB's mark used as an adjective and a generic noun used as the object of the preposition.

Examples

Acceptable: Preparation course for DANB's CDA Exam

Unacceptable: DANB CDA Review Course

Example Disclaimer Language:

DANB and CDA are registered trademarks of the Dental Assisting National Board, Inc. (DANB). This course is not sponsored by, affiliated with, or endorsed by DANB.

If one or more courses making nominative use of DANB marks in their titles are listed in a catalog of courses, the publisher is not required to include a disclaimer of affiliation, endorsement or sponsorship on each page where a DANB mark appears; however, the author and publisher must indicate each DANB mark with an asterisk or other footnote symbol, and if the author or publisher chooses to include this disclaimer on only one page, the disclaimer must be included as a footnote or endnote on the first or last page that contains a course whose title makes nominative use of a DANB mark.

9. If you are a sponsor of continuing dental education courses and DANB granted CDE approval of one or more of your CDE courses prior to discontinuation DANB's CDE Approval Program on June 21, 2011, you must follow the additional instructions set forth in DANB's *Revised Guidelines for DANB-Approved Continuing Dental Education* related to permissible use of DANB marks and the new DANB disclaimer graphic and disclaimer text.

Terms and Conditions for Linking to DANB's Website

Any person or entity desiring to display a link to DANB's official website, www.danb.org, on a referring site may do so, provided that the link is presented in a context that provides accurate information about DANB, DANB exams, eligibility pathways for DANB certification, and the relationship between the referring website owner and DANB. If you display a link to DANB's website, there are a number of restrictions, which include but may not be limited to the following:

- You may not use DANB's logo as part of the link
- You may not use frames or other technology to create the impression that you are the provider of DANB's website content or that you are the owner of any of DANB's proprietary information
- You may not use DANB's protected marks in meta tags or hidden text

Any violation of these terms and conditions terminates the permission granted herein by DANB.