



Frequently Asked Questions on Using CCHI's Marks: Core Certification Healthcare Interpreter™ (CoreCHI™) and Certified Healthcare Interpreter™ (CHI™)

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1. Why do I have to use one of the approved nouns after Core Certification Healthcare Interpreter™ (CoreCHI™) and Certified Healthcare Interpreter™ (CHI™)?

According to U.S. trademark law, a trademark should be used as an adjective, not as a noun or verb, in order to prevent the mark from becoming generic. This is why CCHI requires a noun to follow the CORE CERTIFICATION HEALTHCARE INTERPRETER™, CORECHI™, CERTIFIED HEALTHCARE INTERPRETER™ and CHI™ marks.

2. How do I make the ™ in my Word document or on my website page?

In a Word document: ™ = Ctrl+Alt+t

HTML code for a Web site page: ™ = ™

3. Why is CCHI so concerned with enforcing correct use of the CoreCHI and CHI marks?

Enforcement of these marks is consistent with our mission of providing a national, valid, credible and vendor-neutral certification program. It is important that CCHI's certification marks do not fall into common use. If CCHI fails to take appropriate steps to prevent generic use of its marks, it could lose its trademark rights, which would mean anyone could say he or she is a CORECHI, CORE CERTIFICATION HEALTHCARE INTERPRETER, CHI, or CERTIFIED HEALTHCARE INTERPRETER practitioner even if they have not met CCHI's rigorous certification requirements. If the mark no longer stands for the competent and ethical healthcare interpreting standards CCHI has established, then we will be unable to assure the public that persons displaying the CORECHI, CORE CERTIFICATION HEALTHCARE INTERPRETER, CHI, and CERTIFIED HEALTHCARE INTERPRETER marks have in fact met our standards.

4. Do I need to repeat the ™ symbol multiple times in the same document?

The symbols only need to be used once per document or item. It does not have to be used multiple times in the same document or item.

5. Why must I use the ™ symbol when other healthcare professionals, such as doctors, don't have to?

Professionals such as doctors are governed by state law and earn degrees and titles such as M.D. that are granted by many different colleges and universities. By contrast, CoreCHI or CHI professionals earn certification and credentialing of their services solely from CCHI, and with

that, the permission to use the CORECHI, CORE CERTIFICATION HEALTHCARE INTERPRETER, CHI, or CERTIFIED HEALTHCARE INTERPRETER marks. If an individual calls him or herself a CORECHI, CORE CERTIFICATION HEALTHCARE INTERPRETER, CHI, or CERTIFIED HEALTHCARE INTERPRETER practitioner when he or she is not, CCHI's only jurisdiction over such an individual is to bring a civil lawsuit based on trademark rights. Proper use of the CORECHI, CORE CERTIFICATION HEALTHCARE INTERPRETER, CHI, and CERTIFIED HEALTHCARE INTERPRETER marks and associated symbols by CORECHI, CORE CERTIFICATION HEALTHCARE INTERPRETER, CHI, and CERTIFIED HEALTHCARE INTERPRETER practitioners assists CCHI in maintaining its rights to the marks and its ability to certify practitioners.

6. What happens if I don't follow these rules?

As a CORECHI, CORE CERTIFICATION HEALTHCARE INTERPRETER, CHI, or CERTIFIED HEALTHCARE INTERPRETER certificant, you have agreed to adhere to the rules and regulations set by CCHI and following these rules is a condition of being permitted to display the CORECHI, CORE CERTIFICATION HEALTHCARE INTERPRETER, CHI, and CERTIFIED HEALTHCARE INTERPRETER marks. If for some reason you decide not to follow these rules, you will be subject to CCHI's disciplinary process which may result in the revocation of your certification.

7. May I sell items like hats, cups, or stickers that have the CORECHI, CORE CERTIFICATION HEALTHCARE INTERPRETER, CHI, and CERTIFIED HEALTHCARE INTERPRETER marks on them?

No. CORECHI, CORE CERTIFICATION HEALTHCARE INTERPRETER, CHI, and CERTIFIED HEALTHCARE INTERPRETER certificants may not produce promotional items that display the CORECHI, CORE CERTIFICATION HEALTHCARE INTERPRETER, CHI, and CERTIFIED HEALTHCARE INTERPRETER marks for resale.

8. May I include a hyperlink to CCHI's website on my web page?

Yes. It is important, however, that these links take the user completely out of your site and directly to CCHI's site. Framing is not allowed.