

Risk Tip: Are You Using the Trademark Correctly?

The National Association of REALTORS® (NAR) is monitoring the use of the trademark. If found in violation, you may be issued a 30 day cease and desist notice to correct your error.

You cannot use the word REALTOR® to describe your occupation. Use the term real estate agent or real estate broker instead. Also, be cautious when using the word realtor in your username. There are specific rules that must be followed.

<https://www.nar.realtor/logos-and-trademark-rules/top-5-things-you-need-to-know-about-the-realtor-trademarks>

Take the following quiz to assess your knowledge of trademark rules:

<https://www.nar.realtor/logos-and-trademark-rules/test-your-knowledge-of-the-realtor-trademarks>

Examples of acceptable usernames:

Janesmithrealtor	realtor_jane_number1
Realtorjanechicago	Jsmithrealtor
Smithrealtor	jane_smith_realtor
jane_the_realtor	jane_a_realtor
chicagojanerealtor	

Examples of unacceptable usernames:

Realtor	Chicagorealtor
residentialrealtor	Yourchicagorealtor
your_chicago_realtor	number1realtor
cyberrealtor	virtualrealtor
hotshotrealtor	top_chicago_realtor
realtor_mom	commercial_realtor
realtorsolution	janechicagorealtor
localrealtor	

This tip is not legal advice. It should not be a substitute for advice from professional counsel or the assistance provided by an agent's Designated Broker.