

Information Notice

Use of FINRA™ Logo

Member firms occasionally request permission to use the FINRA logo on their Web sites, business cards, stationery or other marketing materials. This Notice is a reminder that firms may not use the FINRA logo in any manner. However, a firm may refer to itself as a “FINRA Member Firm” or “Member of FINRA.”

Also, pursuant to NASD IM-2210-4, if a firm refers to its FINRA membership on its Web site, it is required to provide a hyperlink to FINRA's Web site (www.finra.org). Firms can view more information about the hyperlink requirement in NTM 07-47 (www.finra.org/ntm/07-47).

If you have any questions regarding FINRA's logo and trademarks, send an email to trademarks@finra.org.

April 29, 2009

Suggested Routing

- Advertising
- Compliance
- Legal
- Operations
- Senior Management

Key Topics

- Use of FINRA Name and FINRA-Owned Corporate Names

Referenced Rules & Notices

- NTM 07-47
- NASD IM-2210-4



© 2009 FINRA. All rights reserved. FINRA and other trademarks of the Financial Industry Regulatory Authority, Inc. may not be used without permission. *Information Notices* attempt to present information to readers in a format that is easily understandable. However, please be aware that, in case of any misunderstanding, the rule language prevails.