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INSTITUTE OF ADVANCED FINANCIAL PLANNERS

Media Release

VANCOUVER, Oct. 12, 2018 - The *Institute of Advanced Financial Planners* (IAFP.ca) is proud to announce a second favourable decision [last week] by Canada's *Trade-marks Opposition Board* in a seven-year battle to protect the integrity of their brand. The decision confirms that *Advocis* encroached on the IAFP's trade-mark, likely creating confusion in Canada through the branding and public use of the name *Institute for Advanced Financial Education* (IAFE.ca).

Both organizations have overlapping membership, grant professional designations and provide education for financial advisors and financial planners. Now in its 30th year, the IAFP's signature professional designation *Registered Financial Planner* (R.F.P.) continues to represent a coveted and advanced standard of *comprehensive* financial planning for the Canadian market.

Last December, the *Trade-marks Opposition Board* ruled that there was a "reasonable likelihood of confusion" in the marketplace because of "the high degree of similarity between the trade-marks and the overlap in the nature of the parties' goods and services."

"This second decision further justifies our concerns about the resemblance between our name and theirs in essentially the same market," says IAFP President, Jeff Wachman.

