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### To be read alongside *Rules and policy for use of IB intellectual property*

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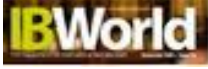

Older trademarks still occasionally in use.




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<p><b>Programme models</b></p> <p>(May be quoted by IB schools with an acknowledgment: “© International Baccalaureate Organization 2008”)</p>	<p>Diploma Programme          Programme du diplôme          Programa del Diploma</p>  <p>MYP          PPCS          PAI</p>  <p>PYP          PP          PEP</p> 
<p><b>Names of programmes</b></p>	<p>Diploma Programme          Programme du diplôme          Programa del Diploma</p> <p>Middle Years Programme          Programme de premier cycle secondaire          Programa de los Años Intermedios</p> <p>Primary Years Programme          Programme primaire          Programa de la Escuela Primaria</p>
<p><b>Related names</b></p>	<p>DP online          IB Fund</p> <p>IB learner profile (the word and the graphic)</p> 

	<p>Profil de l'apprenant de l'IB </p> <p>Perfil de la comunidad de aprendizaje del IB </p> <p>IBCC – IB career-related certificate</p> <p>The IB teacher awards</p>
<p><b>Other important IB terms</b></p>	<p>Theory of knowledge (TOK) Théorie de la connaissance (TdC) Teoría del conocimiento (TdC)</p> <p>Creativity, action, service (CAS) Créativité, action, service (CAS) Creatividad, acción y servicio (CAS)</p> <p>Extended essay (EE) Mémoire Monografía</p> <p>Areas of interaction (AOI) Aires d'interaction Áreas de interacción</p>
<p><b>Publications brands</b> (Only for use by IB Publishing Ltd)</p>	<p>50 Excellent </p> <p>IB Questionbank </p> <p>IB Prepared </p>

	<p>IB World </p> <p>MYP Interact </p>
<b>Support products owned by the IB</b>	<p>EXAMNET</p> <p>IB academy</p> <p>IBIS</p> <p>IBNET</p> <p>Online curriculum centre (OCC)</p> <p>Centre pédagogique en ligne (CPEL)</p> <p>Centro pedagógico en línea (CPEL)</p> <p>IB blogosphere</p>
<b>Slogans</b>	<p>High quality education for a better world</p> <p>Une éducation de qualité pour bâtir un monde meilleur</p> <p>Una educación de calidad para construir un mundo mejor</p> <p>Education for a better world</p> <p>Une éducation pour bâtir un monde meilleur</p> <p>Una educación para un mundo mejor</p> <p>An IB community initiative: sharing our humanity</p> <p>Une initiative de la communauté de l'IB : notre humanité, une réalité partagée</p> <p>Una iniciativa de la comunidad del IB: “nuestra humanidad: una realidad compartida”</p> <p>IB community theme</p> <p>Thème central pour la communauté de l'IB</p> <p>Tema para la comunidad del IB</p>

<p><b>Recruitment</b></p>	
<p><b>Trade dress</b>          (The non-functional physical detail and design of a product or its packaging, which indicates or identifies the product's source and distinguishes it from the products of others. Trade dress includes colour schemes, textures, sizes, designs, shapes, and placements of words, graphics, and decorations on a product or its packaging.)</p>	