

Guidelines for Use of the AEDP® Name, Trademark, and Copyrighted Materials

1. Purpose and Importance of These Guidelines

AEDP psychotherapy is an innovative and distinct psychotherapeutic model developed by the AEDP Institute. Use of the AEDP name is subject to these guidelines and requires a license from the AEDP Institute.

These guidelines are not intended to restrict fair use of the term AEDP in academic, clinical, or descriptive contexts such as research, publications, presentations, or articles; however, even in those contexts, the trademark must be used according to these guidelines and must not imply endorsement or affiliation with the Institute.

2. AEDP Is a Trademark

AEDP® is a registered trademark of AEDP Works, LLC, used under license by the AEDP Institute. It identifies the AEDP psychotherapeutic model and the educational and training programs developed and maintained by the Institute. Trademark guidelines exist to ensure that the model is represented clearly and consistently as it continues to emerge and evolve.

3. Don't Spell Out the Acronym

When the AEDP therapeutic model was first introduced, AEDP stood for Accelerated Experiential Dynamic Psychotherapy. As the model has evolved, the spelled-out version no longer reflects its scope or depth, and the public now recognizes the letters AEDP alone as identifying the model.

Do refer to the model as the AEDP psychotherapeutic model or AEDP psychotherapy.

Don't spell out "Accelerated Experiential Dynamic Psychotherapy."

4. Do Capitalize AEDP and Use the ® Symbol

Always write AEDP in all capital letters. Always use the registered trademark symbol ® in your first and most prominent use. This is legally important to preserve trademark rights.

We understand that using the ® symbol repeatedly in a written document can disrupt readability. It is acceptable to omit the symbol after the first prominent use, as long as context makes it clear that AEDP refers to the trademarked model.

Don't use lowercase, dots (e.g., A.E.D.P.), or alternate styles.

5. Do Use the Trademark as an Adjective

Use AEDP® as an adjective modifying a noun (e.g., AEDP® therapist, AEDP® psychotherapy).

Correct: The AEDP® model is effective for trauma and depression.

Correct: The AEDP® community includes clinicians, researchers, and educators.

Don't use AEDP alone as a noun or verb (e.g., "I practice AEDP" or "I AEDP my clients").

6. Do Refer Clearly to the Institute or Model

Use AEDP® in ways that clarify whether you're referring to the Institute or the model.

Correct: AEDP® Institute

Correct: AEDP® psychotherapeutic model

7. Don't Create Derivatives

Do not create spinoff terms or abbreviations.

Don't say: AEDPers, AEDP-informed, AEDP-based, AEDP-adjacent, etc.

Do say: Clinicians trained in the AEDP® model; a community of AEDP® therapists.

8. Don't Alter the Trademark in Other Languages

AEDP® should appear in Roman characters, unchanged, even in non-English text.

Incorrect: 感情動態深層治療 (the original acronym spelled out)

Correct: AEDP®香港 ("AEDP Hong Kong")

9. Use of the AEDP Logo

Any use of AEDP logos must be approved by the Institute.

Use only official logos provided directly by the AEDP Institute. Don't create your own versions or modify the logo in any way.

10. Trademark and Copyright Use — Footers

AEDP® is a registered trademark of AEDP Works LLC. Materials developed by the AEDP Institute — including course content, handouts, and presentations — are protected by copyright.

If you use materials created by the AEDP Institute, whether copied, quoted, or adapted, your footer should include one of the following notices, depending on the type of use.

Trademark only:

AEDP® is a registered trademark of AEDP Works LLC, 225 Broadway, Suite 3400, New York, NY 10007.

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Requirements for Licensees

If your organization uses a name that includes “AEDP” (e.g., “AEDP Mexico”), you must clearly indicate that you are an **Authorized Licensee of AEDP Institute**. This language must appear **directly adjacent to or beneath the name in any prominent use**—including headers, banners, logos, and other marketing materials.

Required Website Footer for Licensees

AEDP [Region] is an authorized licensee of AEDP® Institute. AEDP® is a registered trademark of AEDP Works LLC, 225 Broadway, Suite 3400, New York, NY 10007.

11. Teaching, Training, or Presenting on AEDP

AEDP Certified Therapists and others may teach or present about AEDP in a wide range of contexts.

You are encouraged to:

- Use AEDP® clearly and in the ways described above.
- Clarify that you are a Level 1, Level 2, Level 3 or Certified AEDP therapist or that the work draws on your training in AEDP® psychotherapy.
- Clearly note when your course or offering is not affiliated with, sponsored by or endorsed by the AEDP® Institute.

Examples of appropriate uses:

- "Workshop on Transformational Affects in AEDP® Psychotherapy"
- "This presentation shares clinical insights from my training in the AEDP® model of psychotherapy."
- "Course integrating experiential and relational methods, including AEDP® psychotherapy"
- "An overview of key techniques from AEDP® psychotherapy"

Avoid uses that imply endorsement or institutional affiliation, such as:

- "AEDP Institute Workshop"
- "AEDP Certification Series"
- "Accredited AEDP Training"

12. Commercial Products, Apps, and Branded Offerings

Unless you have received express written permission from the AEDP Institute, do not use the AEDP name or trademark in connection with any product, app, online course, or other offering for sale.

This includes using the AEDP® name in the title of your offering, its logo, advertising, or any commercial branding.

If you're unsure whether your use is appropriate, please contact the Institute for guidance by emailing admin@aedpinstitute.org.