



ACTUARIAL SOCIETY  
of  
H O N G K O N G  
香 港 精 算 學 會

## **Trademark Usage Guide for the Chartered Member of ASHK**

### **Introduction – Proper Usage of the CASHK Designation**

All Chartered Members of the Actuarial Society of Hong Kong (“ASHK”), as approved and defined in the ASHK By-Laws, have the right to use the following designation:

## **CASHK**

CASHK is a registered trademark, and this designation may only be used by an ASHK Chartered Member who is a fully paid-up member of the ASHK in the current membership year, complies with the Continuing Professional Development requirements set out in [ASHK By-Law: Continuing Professional Development \(“CPD”\)](#), and whose membership has not been suspended or revoked. As the CASHK designation adds significant value to the credentials of a Member, ASHK Chartered Members are eligible and encouraged to acknowledge such achievement by using this designation where appropriate when conducting actuarial business. For the avoidance of doubt, ASHK Chartered Members are not required to use the CASHK designation.

This Trademark Usage Guide (“Guide”) has been developed to assist members in using the CASHK designation in an appropriate manner and avoiding improper use or infringement. It sets out how the CASHK designation may be used and the rules applicable to its usage. Members should always follow this Guide when using the CASHK designation.

This Guide is effective 1<sup>st</sup> April 2026. The ASHK reserves the right to change this Guide from time to time. ASHK Members who may have any questions or become aware of improper usage or infringement of the CASHK designation should contact ASHK immediately at [info@actuaries.org.hk](mailto:info@actuaries.org.hk).

### **Recommended Uses for the CASHK Designation**

ASHK Chartered Members are permitted to use the CASHK designation in business cards, letterheads, signatures, promotional literature, signage, and other forms of printed, electronic, social media and written communications. Some examples include (but are not limited to):

1. After the name of an ASHK Chartered Member in written correspondence and/or as part of an email signature;
2. After the name of an ASHK Chartered Member on business cards, letterheads and/or name plates; and
3. As an identifier in resumes, curricula vitae, biographies, personal statements and/or published articles in magazines, newspapers, interviews, books and advertising.

ASHK Chartered Member should advise reporters, authors, editors, publishers and others on the proper usage of his/her name, as well as his/her CASHK designation are to be published.

### Rules for Use of the CASHK Designation

1. The CASHK designation should only be used as described in this Guide.
2. The CASHK designation must follow the full name of the ASHK Chartered Member. While a comma is the standard separator, members may use alternative clear separators for design purposes, such as a new line or a font-weight/-style distinction, provided the designation remains clearly legible. It must be capitalised with no space nor punctuations between the letters.

*Examples:*

Proper Use	Improper Use
"Peter Chan, CASHK"	"Peter Chan, cashk"
"Peter Chan <b>CASHK</b> "	"Peter Chan, C A S H K"
"Peter Chan <i>CASHK</i> "	"Peter Chan, C.A.S.H.K."
"Peter Chan CASHK"	

3. The registered trademark symbol ("®") is not mandatory when the CASHK designation is placed after the name of the ASHK Chartered Member.

*Examples:*

Proper Use
"Peter Chan, CASHK"
"Peter Chan, CASHK®"

4. The CASHK designation must not be altered in any way or used to form new words, symbols or designs nor may they be translated into another language.

Examples of Improper Use
"CasHK"
"CCASHKK"

5. The CASHK designation must not be used in conjunction with a company name or as part of an email address.

Examples of Improper Use
"CASHKProvider@web.com"
"BestCASHK Company Limited"

6. While the CASHK designation is technically an adjective, it may be used as a professional title in biographical descriptions. Members should avoid pluralising the term.

*Examples:*

Proper Use	Improper Use
"Peter Chan is a holder of the right to use the CASHK designation." "Peter Chan has obtained the CASHK credential." "Peter Chan is a CASHK"	"Peter Chan and Amy Wong are CASHKs"

7. A tag line must always be inserted at the end of a formal publication, such as a long-form article, an advertisement or promotional literature, that the "CASHK" trademark is a property of ASHK. In this instance, a registered trademark symbol ("®") should be used.

Examples of Proper Use
"CASHK® is the registered trademark owned by ASHK." "CASHK® is the trademark owned by the Actuarial Society of Hong Kong."

8. **If the membership of an ASHK Chartered Member is suspended or cancelled for any reason, he/she is prohibited from using the CASHK designation at any time during the period of suspension or after membership termination. Continued use of the CASHK designation by such Member constitutes an infringement of the CASHK trademark, and the Member may be subject to civil prosecution due to illegal usage of the trademark.**
9. While an ASHK Chartered Member who ceases membership for whatever reason may no longer be permitted to use the CASHK designation, he/she is not required to remove the CASHK designation from materials published prior to the membership cessation date.
10. Any ASHK Chartered Member who breaches one or more of the above rules and/or uses the ASHK designation in an inappropriate manner must rectify the breach/misuse as soon as practicable in accordance with the directions (if any) provided by the ASHK.

For the avoidance of doubt:

- (a) The ASHK Chartered Member is responsible for the usage of the CASHK designation in his/her name at all times; and
- (b) The ASHK Council has the final decision on whether the CASHK designation has been misused by an ASHK Chartered Member and whether legal actions shall be taken in the event of an infringement of the CASHK trademark.

17<sup>st</sup> April 2026