



Guide to the Standard of Practice: Restricted Title and Professional Designations

The College's Standard of Practice: Restricted Title and Professional Designations explains how denturists can use the title to reflect a current, valid registration. This Guide to the Standard offers further information regarding the use of restricted titles and professional designations and how to apply the Standard in practice. The Guide includes Practice Scenarios that illustrate how to use restricted title and professional designations.

What is the difference between a trade-mark and a prohibited or official mark?

The Federal Government defines trade-marks and Official Marks as follows:

Trade-mark

A mark that is used by a person to distinguish goods or services manufactured, sold, leased, hired or performed by that person from those manufactured, sold, leased, hired or performed by others.

Prohibited mark; official mark

This includes any mark protected under sub-paragraph 9(1)(n)(iii) of the Trade-marks Act—any badge, crest, emblem or mark adopted and used by any public authority (an organization or body that is under government control) in Canada as an official mark for goods or services.

Trade-marks and Official Marks are governed by the Trade-marks Act (the "Act"), which is federal legislation.

Once an Official Mark has been published in the Canadian Trade-marks Journal, that Official Mark becomes a prohibited mark under the Act and cannot be adopted or used by others without permission from the owner.

Further, once the status as an Official Mark has been acquired, it need not be renewed and cannot be challenged merely because it has not been used.

What does DD stand for?

Over time, "DD" has come to represent a designation which signifies that an individual practising in Ontario using "DD" is a denturist who is or has been officially registered with the College of Denturists of Ontario. Individuals using the "DD" designation in other Canadian jurisdictions will rely on the interpretation of "DD" by the regulatory body with which they are registered.

What is the difference between D.D. and DD?

“DD” is an Official Mark of the College of Denturists of Ontario that has been approved by federal government.

“D.D.” is an advanced degree in divinity and stands for *Doctor of Divinity* or *Divinitatis Doctor*.

Am I allowed to use the title “Denturist” or either official mark “DD” or “Registered Denturist” if I am retired?

Members who hold a valid Certificate of Registration with the College may use the title “Denturist” or either of the official marks “DD” or “Registered Denturist”. Members who hold an inactive Certificate of Registration may not practise denturism, nor hold themselves out as denturists, but may use the title “Denturist(Inactive)” or either official mark “DD(Inactive)” or “Registered Denturist(Inactive)”.

Can registrants holding temporary certificates of registration use the official marks “DD” or “Registered Denturist”?

Yes. Members holding temporary Certificates of Registration are permitted to use the title “Denturist (Temp.)” and either official mark “DD(Temp.)” or “Registered Denturist(Temp.)” during the time in which they are registered. Use of the title “denturist” or either official mark “DD” or “Registered Denturist” must cease when the temporary Certificate of Registration expires.

Can I use a title or designation that implies a specialization?

Since the profession does not have recognized specialties, practitioners cannot use titles or designations implying specialist status or certification (e.g., paediatrician, gerontologist). However, practitioners are free to describe their areas of practice so long as it does not imply specialist status or certification (e.g., practice limited to partial dentures).

Practice Scenarios

Restricted Title No. 1

Jackie, is a Registered Denturist whose office assistant refers to her as “Doctor” when booking patients.

The title “Doctor” is a protected title. This means that only members of those professions who are authorized by law to use the title “Doctor” can legally do so. If a person is not a member of one of the authorized health professions, he/she cannot use the title in a clinical setting, even if that person holds a PhD. Under this provision, an individual who holds a PhD can use the title “Doctor” in social or academic settings where they are not seeing patients.

Allowing a staff person to call a practitioner Doctor when he/she is not authorized to use the title is prohibited.

Restricted Title No. 2

Adam, a dentist, teaches at a school that trains dentists. Adam supervises the students in the teaching clinic. The students refer to him as "Doctor Adam" in the clinic. The Dean of the school pulls Adam aside and tells him to ask his students to stop calling him "Doctor" in the clinic where there are patients. Adam reviews the Regulated Health Professions Act and realizes that the Dean is correct. Adam is assisting in the treatment of patients in the teaching clinic and is not permitted to call himself (or allow others to call him) "Doctor" in that setting. Adam also recognizes that he was being a poor role model for the students.

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