

## **Display and Publicity Policy**

### ***Recipients of the BBB Serving Denver/Boulder 2014 Gold Star Certificate***

**We congratulate you and your company's achievement as a recipient of a Gold Star Certificate! Please do not hesitate to ask us any questions you may have about this achievement.**

#### **I. What a Gold Star Certificate represents:**

This certificate is given to BBB Accredited Businesses who have been in business for at least three years and who had no complaints over a three year period. The certificates dated "2014," cover the period of **January 1, 2012 through December 31, 2014.**

A Gold Star Certificate does **not imply current BBB Accreditation** i.e., it does not replace your Accreditation plaque nor does it remove the need for your company to be current in its dues throughout 2015 or beyond.

You may only display this Gold Star Certificate while your BBB Accreditation is current. You may not display a Gold Star Certificate if your BBB Accreditation is terminated for any reason, including nonpayment of dues.

**You are not the only winner** of a 2014 Gold Star Certificate in your industry. Keep in mind that **you are not "the" winner of a Gold Star, but "a" winner of a Gold Star.** We are pleased to award approximately 4,300 2014 Gold Star Certificates.

A Gold Star Certificate is not a reportable fact in your BBB reliability report, as we follow all standard reporting language for the BBB system established by the Council of Better Business Bureaus.

The Gold Star Certificate you have been given is the property of the BBB, as is your Accreditation plaque, and can be claimed by the BBB in the event that your Accreditation is terminated for any reason.

#### **II. How you may promote this achievement:**

You may display this certificate in your offices as long as your BBB Accreditation is current.

If or when you mention this achievement in external advertising (i.e., print or broadcast advertising; trade show signage; marketing or administrative materials originating from your company, including business cards; etc.) then the achievement must include the specific date referenced on the certificate—in this case, **2014.**

**You may not graphically create your own version of a "star"** to represent this achievement in advertising. Your mention of this achievement may be made in writing, as follows:

**"Winner of a Gold Star Certificate from BBB Denver/Boulder, 2014 – for having no complaints in a three-year period"**

*or simply,*

**"Winner of a Gold Star Certificate from BBB Denver/Boulder, 2014."**

Note that this language does not include **"the winner,"** or **"the Gold Star Certificate,"** but **"a winner"** or **"a Gold Star Certificate."** There are more than 4,000 certificates similar to yours presented to BBB Accredited Businesses across a wide range of industries. Please refer to this achievement as **"a 2014 Gold Star Certificate,"** rather than **"the 2014 Gold Star Certificate."**

Please refrain from making reference to a Gold Star in yellow page advertising, or any other annual directory, since this advertising has a potential duration beyond one year.

If you have questions regarding your Gold Star Certificate please contact our Business Relations Department at 303.758.1658 or [businessrelations@denver.bbb.org](mailto:businessrelations@denver.bbb.org).

Better Business Bureau Denver/Boulder  
**Start with Trust®**



*Congratulations!*

# 2014 Gold Star Certificate

**Law Office of David M. Serafin LLC**



A review of our records shows your company has had ***no complaints*** in the past three years, ***January 1, 2012 through December 31, 2014!***

Your adherence to your BBB's Standards for Trust has earned you a Gold Star.

We're proud of you. Keep up the good work!

*Kimberly S. States*  
Kim States  
President and CEO  
BBB Denver/Boulder

[denver.bbb.org](http://denver.bbb.org)