

Policy Section 4: Trademark Policy for the Society of Ortho-Bionomy International<sup>2</sup>

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**Abbreviations Key and Definition:**

IRC - Instructor Review Committee	PRC - Practitioner Review Committee
BoD - Board of Directors	PTP - Practitioner Training Program
CRC - Curriculum Review Committee	ITS - Instructor Training Seminar

**Policy** – Protocol, requirements, definition or rules to be followed

**Procedure** – Actions, operations, function, methods or steps followed to execute protocol

**SOBI Administrative Policy (Admin)** – Protocol utilized to define the organization’s structure

**SOBI Training Policy (Train)** – Protocol utilized to define SOBI training

**In Good Standing** – Current member, dues paid, no grievances, signed trademark, code of ethics agreements on file. Instructor members also must have signed Instructor/Board agreement on file.

Date Format: The date of the policy format [yy-mm-dd]

These Policies have been pulled from their original documents and placed into a bullet point format.

Note: There are instances where procedure is included in this Policy document, to provide clarity of the Policy.

## **Trademark Policy:**

- **Student members can:**
  - State they are a member of the Society of Ortho-Bionomy International, such as in their biography
  - Not use the trademarks, symbol or word Ortho-Bionomy outside of stating they are a member [98-9-15]
- **Associate members can:**
  - State they are a member of the Society of Ortho-Bionomy International
  - Use the term Ortho-Bionomy in promotional material on a list of modalities [98-9-15]
- **Marketing use** require the following statement of registration/ownership and use notice in a conspicuous position, such as the first page at the bottom of a document or near the trademark: - The registered trademarks
  - Include Use of the registered “®” symbol – and
  - Include 1 of the 4 statement options below:
    - *Ortho-Bionomy® is a registered trademark of the Society of Ortho-Bionomy International, Inc. and is used with permission.*
    - *The Sand Dollar design is a registered trademark of the Society of Ortho-Bionomy International, Inc. and is used with permission.*
    - *Ortho-Bionomy® and the Sand Dollar design are registered trademarks of the Society of Ortho-Bionomy International, Inc. and are used with permission.*
    - *Ortho Bionomy®, the Sand Dollar design, and Society of Ortho-Bionomy International® are registered trademarks of the Society of Ortho-Bionomy International, Inc. and are used with permission.*
- **Marketing use on Business Cards**
  - Associates through to Instructors may use the word Ortho-Bionomy® on business cards.
  - No statement of registration required, though must use the registered ® symbol [98-09-15]
- **Other Trademark use requires authorization**, including:
  - Instructional material for sale
  - Video or Audio Tapes for sale
  - Merchandise for sale
  - Other uses not listed above [98-09-15]
- **Professional members (Practitioner, Advanced Practitioner, all Instructor levels) can use** the registered Trademarks:
  - Ortho-Bionomy® Society of Ortho-Bionomy International®
  - Sand Dollar Design

- Use Ortho-Bionomy Registered Practitioner
- Can not use the Trademarks as a personal logo
- Can not modify the Trademark [98-09-15]
  
- **Trademarks** - The Society owns three registered trademarks
  - Ortho-Bionomy®
  - Society of Ortho-Bionomy International®
  - Sand Dollar Design [98-09-15]
  
- **Trademark** may be used
  - **Society of Ortho-Bionomy International**® by members
  - **Sand Dollar** by Practitioner, Advanced Practitioner, and all levels of Instructor members
  - **Ortho-Bionomy**® by Associate members, if included on a list with other modalities
  - **Ortho-Bionomy**® by Practitioner, Advanced Practitioner and all levels of Instructor members [98-09-15]
  
- **Trademark** may only be used by Society members to promote or sell services similar to the services of the Society [98-09-15]
  
- **Trademark** - Society encourages members to report improper use of Society's trademarks [98-09-15]
  
- **Violations** – Automatic grievance is applied after:
  - 3 trademark violations with notification – or –
  - After 90 days with no correction of violation after notice [06-06-26]