

Society of Ortho-Bionomy International®

Policy may have changed since you last viewed this document. [Always check the most current version of this policy by following this link](#) or by [visiting the SOBI website under About the Society / Bylaws & Policies](#)

Section 4: Trademark Policy

4.1 Trademarks owned by SOBI

The Society owns three registered trademarks

4.1.1 Ortho-Bionomy®

4.1.2 Society of Ortho-Bionomy International®

4.1.3 Sand Dollar Design

[1998.09.15}

4.2 Trademark Usage

4.2.1 Usage by Member Level:

4.2.1.1 Student members can:

4.2.1.1.1 State they are a Student member of the Society of Ortho-Bionomy International [2026.06.01]

4.2.1.1.2 Not use any of the Society's trademarks outside of stating they are a Student member [2026.06.01]

4.2.1.2 Associate members can:

4.2.1.2.1 State they are a member of the Society of Ortho-Bionomy International

4.2.1.2.2 Use the term Ortho-Bionomy in promotional material on a list of modalities

4.2.1.3 Professional members (Practitioner, Advanced Practitioner, all Instructor levels) can use the registered Trademarks:

4.2.1.3.1 Ortho-Bionomy® Society of Ortho-Bionomy International®

4.2.1.3.2 Sand Dollar Design

4.2.1.3.3 Use Ortho-Bionomy Registered Practitioner

4.2.1.3.4 Cannot use the Trademarks as a personal logo

4.2.1.3.5 Cannot modify the Trademark

[1998.09.15]

4.2.2 Usage of Trademark Type of Trademark:

4.2.2.1 Society of Ortho-Bionomy International® by members

- 4.2.2.2 Sand Dollar** by Practitioner, Advanced Practitioner, and all levels of Instructor members
- 4.2.2.3 Ortho-Bionomy®** by Associate members, if included on a list with other modalities
- 4.2.2.4 Ortho-Bionomy®** by Practitioner, Advanced Practitioner and all levels of Instructor members

[1998.09.15]

4.2.3 Marketing Usage

4.2.3.1 General Usage

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

4.2.3.1.1 Include Use of the registered “®” symbol – and

4.2.3.1.2 Include 1 of the 5 statement options below:

4.2.3.1.2.1 Society of Ortho-Bionomy International® is a registered trademark that indicates membership in the Society, and is used with permission. [2026.06.01]

4.2.3.1.2.2 Ortho-Bionomy® is a registered trademark of the Society of Ortho-Bionomy International, Inc. and is used with permission.

4.2.3.1.2.3 The Sand Dollar design is a registered trademark of the Society of Ortho-Bionomy International, Inc. and is used with permission.

4.2.3.1.2.4 Ortho-Bionomy® and the Sand Dollar design are registered trademarks of the Society of Ortho-Bionomy International, Inc. and are used with permission.

4.2.3.1.2.5 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.

4.2.3.2 Marketing Use Not Requiring Permission Statements

4.2.3.2.1 Business Cards

4.2.3.2.1.1 Associate Members to Advanced Instructors may use the word Ortho-Bionomy® on business cards

4.2.3.2.1.2 No statement of registration required, though must use the registered ® symbol

4.2.3.2.2 Social Media

4.2.3.2.2.1 Associate Members to Advanced Instructors may use the words Ortho-Bionomy® and Society of Ortho-Bionomy International® on social media content

4.2.3.2.2.2 Content may not be for sale without authorization from SOBI

4.2.3.2.2.1 No statement of registration required, though must use the registered ® symbol

[2026.06.01]

4.2.3.3 Other Trademark use requires authorization, including:

4.2.3.3.1 Instructional material for sale

4.2.3.3.2 Video or audio recordings for sale

4.2.3.3.3 Merchandise for sale

4.2.3.3.4 Other uses not listed above

4.2.3.4 Trademark may only be used by Society members to promote or sell services similar to the services of the Society

[1998.09.15]

4.3 Trademark Violation

4.3.1 Trademark - Society encourages members to report improper use of Society's trademarks

[1998.09.15]

4.3.2 Violations – Automatic grievance is applied after:

4.3.2.1 3 trademark violations with notification – or –

4.3.2.2 After 90 days with no correction of violation after notice [2006.06.26]