

# Society of Ortho-Bionomy International®

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## 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

Revision Date: 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 member of the Society of Ortho-Bionomy International, such as in their biography

4.2.1.1.2 Not use the trademarks, symbol or word Ortho-Bionomy outside of stating they are a member

Revision Date: 1998.09.15

##### 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

Revision Date: 1998.09.15

##### 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

Revision Date: 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

Revision Date: 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 4 statement options below:

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

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

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

**4.2.3.1.2.4** 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 on Business Cards**

**4.2.3.2.1** Associates through to Instructors may use the word Ortho-Bionomy® on business cards.

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

Revision Date: 1998.09.15

##### **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 Tapes for sale

**4.2.3.3.3** Merchandise for sale

**4.2.3.3.4** Other uses not listed above

Revision Date: 1998.09.15

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

Revision Date: 1998.09.15

### **4.3 Trademark Violation**

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

Revision Date: 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

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