

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

Revision Date: 2006.06.26

Addendum

Abbreviations Key and Definition:

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

Definitions

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

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

Date Format

The date of the policy format yyyy.mm.dd

Miscellaneous Information

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

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