

## 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

## Section 6: Addendum

### 6.1 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

### 6.2 Definitions

#### 6.2.1 Classes

- 6.2.1.1 Unit:** 1 class unit is 1 hour (class units do not include lunches or homework but may include breaks)
- 6.2.1.2 Phase 4 Classes:** Standard Phase 4, Postural Re-Education & Post Techniques, Isometrics & Isotonics, Exploration of Movement, Self-Care, In-Depth Phase 4, and Non-Standard Phase 4
- 6.2.1.3 Standard Phase 4:** Phase 4 Techniques for the major structures of the body that every Instructor is responsible to know. Standard classes are Phase 4 Spine, Phase 4 Extremities, and Phase 4 Whole Body. Titles of Standard Phase 4 classes may differ and content may have some minor variation, but should be essentially the same in any Registered Ortho-Bionomy Instructor classroom. Standard Phase 4 classes may include Cervical, Thoracic, and Lumbar Spine; Ribs; Psoas; Ilium; Sacrum; Femur; Knee; Ankle; Foot; Shoulder; Elbow; Wrist; Hand.
- 6.2.1.4 In-Depth and Non-Standard Phase 4:** Classes for areas of the body that are based on more in-depth anatomy or methods that go beyond the standard material while still staying within Phase 4. These may be developed by the Instructor in their practice or learned elsewhere. These may be different based on the Instructor teaching them, yet all share the commonality of Phase 4 principles and techniques.
- 6.2.1.5 Blended Phases and Advanced:** Classes that specifically combine more than one Phase in a single class. Taught only by Associate Advanced Instructors (approved levels only) and Advanced Instructors. These classes will be credited as electives.

## **6.2.2 Practitioner and Advanced Practitioner**

- 6.2.2.1 Supervised Demonstration:** A Supervised Demonstration is a lecture/presentation of Ortho-Bionomy given by the trainee and observed and documented by a Supervising Instructor.

## **6.2.3 Instructor and Advanced Instructor**

- 6.2.3.1 Active Teaching:** Minimum of three classes taught per year. This definition is used in Instructor Training and Advanced Instructor Training advising/supervising requirements. This definition does not apply to Instructor membership status.
- 6.2.3.2 Observation/Bench Assist:** Bench Assisting is the first stage of learning to teach a class and can range from observation only to assisting at tables during practice to teaching demos during class.
- 6.2.3.3 Co-Teach:** Part of Instructor Training, Advanced Instructor Training, and the approval process to teach certain classes after becoming an Instructor. A Co-Teach includes all aspects of teaching the class. The trainee/Instructor is responsible for 50% of all aspects of teaching the class. If a trainee/Instructor teaches less than 50% of the class this would count as a Bench Assist instead of a Co-Teach.
- 6.2.3.4 Collaborative/Team Teach:** Two Instructors, neither of whom are in training, who are teaching together. The use of the term co-teach does not apply.
- 6.2.3.5 Supervised Teach:** An Ortho-Bionomy class presented by a trainee and supervised by a Supervising Instructor. During a Supervised Teach, a trainee is responsible for every aspect of the class.
- 6.2.3.6 Supervising Instructor:** The Instructor who supervises a Bench Assist, Co-Teach, or Supervised Teach.

During Bench Assists and Co-Teaches the Supervising Instructor is ultimately responsible for the learning experience of the students in the class as well as for giving feedback to the trainee/Instructor who is doing the Bench Assist or Co-Teach.

After a Co-Teach to add a class, the Supervising Instructor determines if the Instructor is qualified to teach that class solo and if so, provides a letter of approval.

During a Supervised Teach the Supervising Instructor is completely in the role of observing a trainee's teaching, giving feedback outside of class, and writing an evaluation. During a Supervised Teach class credit is given to the students by the Supervising Instructor.

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## **6.2.4 General**

- 6.2.4.1 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
- 6.2.4.2 Policy** – Protocol, requirements, definition or rules to be followed
- 6.2.4.3 Procedure** – Actions, operations, function, methods or steps followed to execute protocol
- 6.2.4.4 SOBI Administrative Policy (Admin)** – Protocol utilized to define the organization's structure
- 6.2.4.5 SOBI Training Policy (Train)** – Protocol utilized to define SOBI training

### **6.3 Date Format**

The date of the policy format yyyy.mm.dd

### **6.4 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.