

### Who can use the FGNA service marks and certification marks, and where?

*Guild Certified Feldenkrais Practitioners*<sup>CM</sup>, authorized student *Awareness Through Movement*<sup>®</sup> teachers, and others authorized by FGNA may use certain service marks and certification marks on electronic and printed materials directly related to:

- a. The practice of the *Feldenkrais Method*<sup>®</sup>
- b. Training programs accredited by FGNA

### Are there rules I need to follow when using these FGNA Marks?

See FGNA Policy E2.4.2.1-ED: “FGNA Service Marks, Certification Marks and Trademarks”. Use these guidelines if you have questions about how to apply the policy.

### What about using these FGNA Marks in articles or books?

If you are promoting or advertising your work, or providing a service (for example, an *Awareness Through Movement* lesson published in a book), FGNA policy must be followed. This applies to materials that originate in the US or Canada, or are intended for prospective consumers in the US or Canada. If you are not promoting your work (for example, writing or being interviewed for a newspaper article that is informational in nature), and if no service is being provided, we request that the guidelines and policy be followed, including by third parties, but it is not a requirement.

### For students in a *Feldenkrais* training program

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#### I’m a student. When may I begin using the service marks?

You will be eligible to use certain FGNA Marks when you become an authorized student *Awareness Through Movement* teacher, which may occur after you complete 400 hours of training and receive approval of your Educational Director. To become authorized, you must sign and return the Service Mark Authorization for Student *Awareness Through Movement* Teachers form to FGNA.

#### Which service marks may I use, once I have received authorization?

You may use “*Feldenkrais*<sup>®</sup>”, “*Feldenkrais Method*<sup>®</sup>” and “*Awareness Through Movement*<sup>®</sup>” to promote your work as an authorized student *Awareness Through Movement* teacher. You may only use “*Functional Integration*<sup>®</sup>” in connection with free practice sessions. If you are a member of FGNA, you may also use “*Feldenkrais*<sup>®</sup> Logo Spiral” and the “*Feldenkrais* Logo Spiral with ‘*Feldenkrais Method*’”. You must indicate your status as an authorized student *Awareness Through Movement* teacher, and you may not use the service marks in any way that might imply professional *Feldenkrais* practitioner status. You may only use the service marks while you are enrolled in a training program.

**Questions? Email [servicemarks@feldenkraisguild.com](mailto:servicemarks@feldenkraisguild.com), call 800.775.2118 or fax 503.221.6616**

## What FGNA service marks and certification marks are authorized for use in the U.S.?

SERVICE MARKS and CERTIFICATION MARKS	USED WITH NOUNS AND PHRASES:
<i>Feldenkrais</i> ®	lesson, class, teacher, practitioner, workshop, movement
<i>Feldenkrais Method</i> ®	of somatic education, of learning, of movement
<i>Awareness Through Movement</i> ®, <i>ATM</i> ®	lesson, class, workshop
<i>Functional Integration</i> ®, <i>FI</i> SM	lesson, session
<i>Guild Certified Feldenkrais Teacher</i> ®	N/A
<i>Guild Certified Feldenkrais Practitioner</i> CM	N/A
" <i>Feldenkrais</i> ® Logo Spiral"*	N/A
" <i>Feldenkrais</i> Logo Spiral with ' <i>Feldenkrais Method</i> '"*	N/A

\*May be used only by Professional Members and Student Members who are authorized student *Awareness Through Movement*® teachers.

## How do I use the service marks and certification marks?

The following apply to all electronic and printed materials that originate in the US or Canada, or are intended for prospective consumers in the US or Canada. For further information, please see FGNA Policy "E2.4.2.1-ED: FGNA Service Mark, Certification Marks and Trademarks".

### 1. Say it with Symbols ® CM SM

Include the ® or CM symbol after the first or most prominent use of each service mark or certification mark that is used in a document. (Each page in a website is considered a document.) In e-mail you can use (R) and (CM) instead of ® and CM.

### 2. Use the Adjectival Form

Use each service mark as an adjective at least once in each document. For example: "We offer classes in the *Feldenkrais Method* of somatic education." "I teach *Feldenkrais* lessons." "You can take my *Awareness Through Movement* classes." In each of these cases, the mark is followed by a noun or prepositional phrase. The chart above shows examples of nouns or phrases that may be used with the marks.

### 3. Include a Footnote

Include a statement acknowledging FGNA's ownership of the service marks and/or certification marks being used, except in cases such as business cards, where it's not possible due to space constraints. On websites, this statement may be published through a link in a footer.

### 4. Use a Distinctive Style (optional)

You may distinguish the marks from the surrounding text. You may use italics, bold, color, style or other means. (In e-mails, using UPPERCASE is the easiest way to distinguish the marks.)

### 5. Reference to the Teachings of Moshe Feldenkrais

If you develop a new service, you may not use FGNA service marks to refer to that new service. However, you may describe it as being "based on the teachings of Moshe Feldenkrais", or other similar phrase, as long as the statement is not false, misleading or confusing.

**Questions? Email [servicemarks@feldenkraigslist.com](mailto:servicemarks@feldenkraigslist.com), call 800.775.2118 or fax 503.221.6616**