

**FELDENKRAIS GUILD® of North America**  
**FGNA Policy E2.4.2.1-ED FGNA SERVICE MARKS, CERTIFICATION MARKS AND TRADEMARKS**

**1. Ownership**

- 1.1. In the United States, FGNA owns service marks and certification marks including but not limited to:
  - 1.1.1. *Feldenkrais*®
  - 1.1.2. *Feldenkrais*™
  - 1.1.3. *Feldenkrais Method*®
  - 1.1.4. *Awareness Through Movement*®
  - 1.1.5. *ATM*®
  - 1.1.6. *Functional Integration*®
  - 1.1.7. *FI*™
  - 1.1.8. *Guild Certified Feldenkrais Teacher*®
  - 1.1.9. *Guild Certified Feldenkrais Practitioner*™
- 1.2. In Canada, FGNA owns service marks and certification marks including but not limited to:
  - 1.2.1. *Feldenkrais*®
  - 1.2.2. *Feldenkrais*™
  - 1.2.3. *Feldenkrais Method*™
  - 1.2.4. *Awareness Through Movement*®
  - 1.2.5. *ATM*™
  - 1.2.6. *Functional Integration*®
  - 1.2.7. *FI*™
  - 1.2.8. *L'intégration fonctionnelle*™
  - 1.2.9. *Prise de conscience par le mouvement*™
  - 1.2.10. *Guild Certified Feldenkrais Teacher*™
  - 1.2.11. *Guild Certified Feldenkrais Practitioner*™
- 1.3. In the United States and Canada, FGNA owns the trademark:
  - 1.3.1. *Feldenkrais*™
- 1.4. FGNA is licensed by the International *Feldenkrais* Federation to authorize the use of the service marks:
  - 1.4.1. *Feldenkrais* Logo Spiral
  - 1.4.2. *Feldenkrais* Logo Spiral in connection with the word mark '*Feldenkrais Method*'

**2. Conditional Licensees**

- 2.1. *Guild Certified Feldenkrais Practitioners* in good standing are licensed to use all FGNA service marks and certification marks listed in Sections 1.1 and 1.2 herein.
- 2.2. FGNA Professional Members in good standing are licensed to use all FGNA service marks and certification marks listed in Sections 1.1, 1.2 and 1.4 herein.
- 2.3. Authorized student *Awareness Through Movement*® teachers in good standing are licensed to use FGNA service marks listed in Sections 1.1.1 – 1.1.7 and 1.2.1-1.2.9 herein.
- 2.4. FGNA Student Members in good standing who are Authorized student *Awareness Through Movement*® teachers are licensed to use the service marks listed in Sections 1.1.1 – 1.1.7, 1.2.1-1.2.9, and 1.4 herein.
- 2.5. Other individuals and organizations may be licensed to use certain FGNA service marks, certification marks and trademarks.

**FELDENKRAIS GUILD® of North America**  
**FGNA Policy E2.4.2.1-ED FGNA SERVICE MARKS, CERTIFICATION MARKS AND TRADEMARKS**

**3. License Conditions**

- 3.1. FGNA service marks and certification marks may only be used:
  - 3.1.1. On electronic and printed materials directly related to:
    - 3.1.1.1. The practice of the *Feldenkrais Method*, and
    - 3.1.1.2. Training programs accredited by FGNA
  - 3.1.2. In other instances authorized by FGNA
- 3.2. In electronic and printed materials that promote the services associated with FGNA's service marks and certification marks:
  - 3.2.1. FGNA service marks and certification marks may not be used in combination with non-FGNA licensed marks without the advance written permission of FGNA.
  - 3.2.2. Service marks and certification marks must be distinguished by using the appropriate symbol (®, <sup>CM</sup>, <sup>TM</sup>, <sup>SM</sup> or <sup>MD</sup>) with at least the first or most prominent use of each mark in a document, and at least once on each page of a website.
  - 3.2.3. Service marks must be used in adjectival form.
  - 3.2.4. A statement acknowledging FGNA's ownership of the service marks and/or certification marks being used must be included in the document or website, except in cases such as business cards, where it is not possible due to space constraints.
  - 3.2.5. Authorized student *Awareness Through Movement*® teachers must:
    - 3.2.5.1. Indicate their student teacher status on all promotional and informational materials;
    - 3.2.5.2. Refrain from using the service marks in any way that might imply professional *Feldenkrais* practitioner status; and
    - 3.2.5.3. Only use the *Functional Integration*® and *FI*<sup>SM</sup> service marks in connection with free practice sessions.
- 3.3. FGNA trademarks not specified in Sections 1.1 and 1.2 may be used only with advance written permission of the Executive Director.
- 3.4. This policy applies to all uses of the FGNA marks including uses in electronic and printed materials that originate in the USA or Canada, or are intended for prospective consumers in the USA or Canada.
- 3.5. The FGNA Service Mark and Certification Mark Guidelines are for illustrative purposes only, and are for the benefit of authorized individuals and organizations, to assist them in distinguishing the service marks and certification marks from other marks or text, to avoid confusing or misleading ownership of the mark(s).

**4. Exceptions**

- 4.1. Any application for exception to this policy must be submitted to the Executive Director.

**Last revision date: 10/31/2011 by FGNA Executive Director**

**First date adopted: September 1999 by the FGNA Board of Directors**