

Who Can Use the Marks and When?

Only *Guild Certified Feldenkrais Practitioners*^{CM} and designated or authorized student *Awareness Through Movement*[®] teachers may use the service marks in connection with services directly related to the practice of the *Feldenkrais Method*[®] and training programs accredited by FGNA, in the United States. There are separate guidelines in Canada that are applicable. You must be certified to use the marks through FGNA or currently enrolled in a NATAB Accredited training program.

Are There Guidelines I Need to Follow When Using the FGNA Service Marks?

Yes. Please refer to the comprehensive Service Mark guidelines on the reverse of this sheet. Please review it carefully and refer to it as you create your promotional materials. These guidelines apply primarily to written documents that you use to promote your work, including Internet sites and e-mails.

What About Newspaper or Magazine Articles that Use the Service Marks?

If you are promoting or advertising your work these guidelines must be followed, whether the advertisement appears in a newspaper, magazine, website or any other public forum. If you are not specifically promoting your work, for example writing or being interviewed for a newspaper article that is informational in nature, we ask that you follow the guidelines or request that these guidelines be followed. However, a newspaper or magazine has no obligation to follow our guidelines or use the ® in such articles and they may refuse to do so.

For students _____

I'm a student in a *Feldenkrais* Training Program, can I use the Service Marks?

Once you complete 400 hours of training and receive the approval of your educational director, you are eligible to be an authorized student *Awareness Through Movement* teacher only. You must sign and return a form to the guild to receive this authorization. Once authorized, you must indicate this status on any promotional materials and when you describe your work. Only upon graduation will you be eligible to be certified as a *Feldenkrais* teacher or practitioner and to promote or describe yourself as such.

Which Marks can I use as an authorized student *Awareness Through Movement* teacher?

You may only use the marks *Feldenkrais*[®], *Feldenkrais Method*[®] and *Awareness Through Movement*[®] to promote your work as an authorized student *Awareness Through Movement* teacher. You may only use the term *Functional Integration*[®] in connection with free practice sessions.

May I charge a fee for my classes?

You may charge a fee for *Awareness Through Movement* lessons if you are authorized, but you are not allowed to charge a fee for any *Functional Integration* practice that you may engage in.

Any Questions?

Contact us by email at servicemarks@feldenkraigslist.com
Or call us at 800.775.2118 fax 503.221.6616

What Are The FGNA Service and Certification Marks?

SERVICE MARKS	USED WITH THE NOUNS
<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> ®	lesson, class, or workshop
<i>Functional Integration</i> ®	lesson, session
<i>Guild Certified Feldenkrais Teacher</i> ®	N/A
<i>Guild Certified Feldenkrais Practitioner</i> ™	N/A
<i>Feldenkrais Guild</i> ®	of North America

What are the Guidelines That Must Be Followed in Using the Marks?

1. The Golden Rule: Always Distinguish the Marks

Always distinguish the marks from the surrounding text...every use of every mark every time! You may decide how to distinguish the marks (italics/bold/all caps), but the marks must be clearly distinguished in every case. In e-mails, using ALL CAPS is the best way to distinguish the marks.

2. The Symbol Rule: Say it with Symbols® and™

In the first or most prominent use of each mark in a document you must attach the® or™ mark (Note:™ is used only with *Guild Certified Feldenkrais Practitioner*). Be aware that each new page in a web site is considered a new document. In cases where the® is not required, you still have to distinguish each mark from the surrounding text on each and every page. In e-mails you can use (R) and (CM) instead of the® and™.

3. The Description Rule: Use the Marks as Adjectives

The marks should be used as adjectives whenever possible. For example, “We offer classes in the *Feldenkrais Method* of somatic education.” “I teach *Feldenkrais* lessons.” “You can take my *Awareness Though Movement* classes.” In each case the mark is used as an adjective and is followed by a noun such as “somatic education,” “lesson,” or “class.” The chart above shows examples of nouns that may be used with the marks. For stylistic reasons, this rule is more flexible than the others.

4. The Footnote Rule: For Mixed Listings Include the Footnote

A mixed listing is any document that refers to other modalities or disciplines of somatic education or learning. For example, a calendar or brochure for a particular center might have *Feldenkrais* lessons, as well as *Trager*® lessons. In such a document, include the following footnote:

Feldenkrais®, *Feldenkrais Method*®, *Awareness Through Movement*®, and *Functional Integration*® are registered service marks of the *Feldenkrais Guild*® of North America.

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