



FGNA Service Marks, Trademarks, Collective Marks, and Certification Marks

Guild Certified Feldenkrais Practitioner™ (GCFP™) and authorized teachers/trainees, are to use applicable service marks, trademarks, collective, or certification marks on all materials including promotions, ads, newsletters, and papers related to the *Feldenkrais Method®* of somatic education.

Service Marks and Certification Marks	Examples of nouns to use with the service marks. <small>See #2 of Rules for more information.</small>	Who can use these Service and Certification Marks?
<i>Feldenkrais®</i>	Lesson Class Workshop Movement	Certified Practitioners Authorized ATM and FI Teachers (Trainees)
<i>Feldenkrais® Method</i> or <i>Feldenkrais Method™</i>	of somatic education of learning of movement	Certified Practitioners Authorized ATM and FI Teachers (Trainees)
<i>Awareness Through Movement®</i> , <i>ATM™</i> , <i>Prise de conscience par le mouvement^{MD}</i>	Lesson Class Workshop	Certified Practitioners Authorized ATM and FI Teachers (Trainees)
<i>Functional Integration®, FI™</i> , <i>L'intégration fonctionnelle^{MD}</i>	Lesson Session	Certified Practitioners Authorized FI Teachers (Trainees)
<i>Guild Certified Feldenkrais Teacher™</i>	N/A	Certified Practitioners
<i>Guild Certified Feldenkrais Practitioner™</i>	N/A	Certified Practitioners
<i>Certified Feldenkrais Awareness Through Movement Teacher™</i> , <i>CFATMT™</i>	N/A	Certified Practitioners
<i>Feldenkrais Method</i> 	N/A	Certified Practitioners Authorized ATM and FI Teachers Trainees)
<i>Feldenkrais Logo Spiral</i> 	N/A	FGNA Members

FGNA also owns other trademarks, service marks and collective marks, including but not limited to Feldenkrais Guild®, Feldenkrais Journal™ and Friends of FeldenkraisSM. If you have questions about the use of these marks, please email servicemarks@feldenkraigslist.com or call 781-876-8935.

If you wish to be certified or authorized to use these service and certification marks, email membership@feldenkraigslist.com

The Rules

The rules for the use of the service marks or certification marks apply to all electronic and printed materials that originate in the Canadian Provinces and Territories or are intended for prospective consumers in the Canadian Provinces and Territories.

Gotta Have All 3!

1. Symbols

Include the ® or ™ or MD symbol after the first or most prominent use of each service mark or certification mark that is used in all forms of communications. For example, each page of a website or post on social media is considered a new document or communication. (R), (TM), and (MD) may also be used.

2. Use as an Adjective, Followed by a Noun

Use each service mark as an adjective at least once in each document or communication. 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 provides some examples of nouns or phrases that may be used after the marks.

3. A Footnote

A [footnote](#) is necessary. Use of footnotes acknowledge 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. If you do not want to list all of the terms, you NEED at least to list the terms that you use in the specific document or communication.

Trainees

- ATM Teacher Authorization: After your Educational Director confirms to FGNA that you have completed the specific educational requirements for your training program, and you have submitted the authorization form to FGNA, you may use the FGNA service marks listed in the chart for Authorized ATM teachers. You may only use the *Functional Integration* and *FI* service marks for free practice sessions. See additional requirements below*.
- FI Teacher Authorization: After your Educational Director confirms to FGNA that you have completed the specific educational requirements for an eligible program (as determined by NATAB), and you have submitted the authorization form to FGNA, you may use the FGNA service marks listed in the chart for Authorized FI teachers. See further requirements below*.

***Further Requirements**

- Authorized ATM and FI teachers must indicate your trainee status on all promotional material, and you may not use the service marks in any way that implies professional *Feldenkrais* practitioner status.
- ATM and FI Teacher authorization will end when you leave the training program. When you graduate, you will need to become certified in order to continue using the marks.

Disclaimer & Advertising for Events / Classes That are Attended by Those Who are Not Authorized to Use FGNA Service Marks

- a. Advertising needs to include a statement that participants are not authorized to practice *Functional Integration*® lessons, *Awareness Through Movement*® lessons, or the *Feldenkrais*® Method of somatic education, or use FGNA service marks unless they have received authorization from FGNA.
- b. Attendees who are not authorized to use FGNA service marks are required to sign a [form](#) that has been approved by FGNA.

Do not Imply Distinctions

Do not use service marks and certification marks in a way that implies distinction in status, superiority, or geographic exclusivity.

For example, do not identify yourself as a “Master Practitioner” or “THE Expert North American Practitioner”.

Use of FGNA Marks in Articles and Books

You need to follow the Service Mark Policy if you are promoting your work, advertising your work, or providing a service (for example, presenting an *Awareness Through Movement* lesson) in a book. This applies to materials that originate in or

Canadian Provinces & Territories Guidelines for Use of FGNA Service Marks and Certification Marks for Guild Certified Feldenkrais Practitioners™ and Authorized Trainees

are intended for consumers in the U.S. or Canadian Provinces and Territories. For books and articles that are informational in nature, if no service is being provided, we request but do not require that the Service Mark Policy be followed.

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. You may describe what you do as being “based on the teachings of Moshe Feldenkrais”, or other similar phrase, as long as the statement is not false, misleading, or confusing.

Lapse of Certification or Authorization

If your certification or professional authorizations lapse, you must not use FGNA service marks or certification marks to refer to yourself or to the services that you provide. However, you are free to describe your services as being “based on the teachings of Moshe Feldenkrais”, or another similar phrase. If you have completed an accredited *Feldenkrais* training program, you may say so, as long as your statement is not misleading or confusing, and doesn’t imply that you are a *Feldenkrais* Practitioner, or that you are authorized to use FGNA service marks and certification marks. Please consider recertification as this helps protect the right of Practitioners to teach and practice the *Feldenkrais Method* and promotes the longevity of this Method.

For further information, please see the Service Mark Policy beginning on the following page.

Questions? Email servicemarks@feldenkraisguild.com or call 781-876-8935