

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

Guild Certified Feldenkrais Practitioners^{CM}, *Authorized Trainee Awareness Through Movement*[®] teachers, and others authorized by FGNA can use certain service marks and certification marks on materials directly related to the practice of the *Feldenkrais Method*[®], and training programs accredited by FGNA.

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

These Guidelines are a user-friendly guide to the rules in the FGNA Service Marks, Certification Marks and Trademarks Policy (“Policy”). For more information, see the Policy, following page 3 of this document.

What about using the FGNA Marks in articles or books?

You need to follow the Policy if you are promoting or 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 are intended for consumers in the US or Canada. For books and articles that are informational in nature, if no service is being provided, we request but do not require that the Policy be followed.

What rules apply when I’m teaching an event?

When teaching applications of the *Feldenkrais Method* in events that include participants who aren’t authorized to use FGNA service marks:

- a. Advertising needs to include a statement that participants are not authorized to use FGNA service marks unless they have received authorization from FGNA. (See Policy for details.)
- b. Attendees who aren’t authorized to use FGNA service marks are required to sign a form that has been approved by FGNA. (See Policy.)
- c. At the beginning of the presentation, the presenter must inform participants if the class includes participants who are not authorized to use the service marks (for example a workshop teaching hand-on skills, where the majority of the participants are *Feldenkrais* practitioners).

For Trainees:

When can I begin using the service marks?

After you complete 400 hours of training, receive approval of your Educational Director, and return the “Service Mark Authorization for Trainee *Awareness Through Movement* Teacher” form to FGNA.

Which service marks can I use?

See the following page for a list of service marks you may use, after you receive authorization. You may only use “*Functional Integration*[®]” and “*FI*[®]” for free practice sessions. You must indicate your trainee status, and you may not use the service marks in any way that implies professional *Feldenkrais* practitioner status. Your 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.

FGNA Service Marks and Certification Marks Authorized for Use in the US

Service Marks and Certification Marks	Used with these Nouns and Phrases	Who Can Use ¹
<i>Feldenkrais</i> ®	lesson, class, teacher, practitioner, workshop, movement	PM C TF T
<i>Feldenkrais Method</i> ®	of somatic education, of learning, of movement	PM C TF T
<i>Awareness Through Movement</i> ®, <i>ATM</i> ®	lesson, class, workshop	PM C TF T
<i>Functional Integration</i> ®, <i>FI</i> ®	lesson, session	PM C TF T
<i>Guild Certified Feldenkrais Teacher</i> ®	N/A	PM C
<i>Guild Certified Feldenkrais Practitioner</i> ^{CM}	N/A	PM C
FGNA <i>Feldenkrais Method</i> Logo		PM C TF T
<i>Feldenkrais</i> ® Logo Spiral <i>Feldenkrais</i> Logo Spiral with ' <i>Feldenkrais Method</i> '	N/A	PM TF

¹ P = Professional Member, C = Guild Certified *Feldenkrais* Practitioner, TF² = Trainee Full Member, T² = Authorized Trainee *ATM* Teacher

²Restrictions apply. See page 1.

How do I use the service marks and certification marks?

These rules apply to all electronic and printed materials that originate in the US, or are intended for prospective consumers in the US. For further information, please see the Policy, following page 3 of this document.

1. Say it with Symbols

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.) (R) and (CM) may also be used.

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. For example:

The following are service marks or certification marks of the *Feldenkrais Guild* of North America: *Feldenkrais*®, *Feldenkrais Method*®, *Functional Integration*®, *Awareness Through Movement*®, *ATM*®, *FI*®, *Guild Certified Feldenkrais Teacher*®, and *Guild Certified Feldenkrais Practitioner*^{CM}.

(continued on page 3)

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.

5. Follow Rules for Events

See page 1 of these Guidelines, and the Policy, for details of requirements when teaching applications of the *Feldenkrais Method* in events (e.g. workshops, seminars, mentoring groups, advanced trainings) that include participants who are not authorized to use FGNA service marks. The requirements include statements in advertising and at the event, and having participants sign a form.

6. 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.

7. Lapse of Certification or Authorization

If your certification or authorization to use FGNA service marks lapses, you must not use FGNA service marks or certification marks to refer to yourself or to the services that you provide. However, you are always free to describe your services as being “based on the teachings of Moshe Feldenkrais”, or other 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 authorized to use the service marks and certification marks.

Questions? Email servicemarks@feldenkraisguild.com or call 781.876.8935

FELDENKRAIS GUILD® of North America

FGNA Policy E2.4.2.1 FGNA SERVICE MARKS, CERTIFICATION MARKS AND TRADEMARKS

[Service Marks, Certification Marks and Trademarks: page 1-3](#)

[Feldenkrais Method Logo: Appendix A, page 4](#)

[Teaching Applications of the Feldenkrais Method in Events: Appendix B, page 5](#)

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 Method*®
- 1.1.3. *Awareness Through Movement*®
- 1.1.4. *ATM*®
- 1.1.5. *Functional Integration*®
- 1.1.6. *FI*®
- 1.1.7. *Guild Certified Feldenkrais Teacher*®
- 1.1.8. *Guild Certified Feldenkrais Practitioner*™
- 1.1.9. FGNA *Feldenkrais Method Logo*

1.2. In Canada, FGNA owns service marks and certification marks including but not limited to:

- 1.2.1. *Feldenkrais*®
- 1.2.2. *Feldenkrais Method*™
- 1.2.3. *Awareness Through Movement*®
- 1.2.4. *ATM*™
- 1.2.5. *Functional Integration*®
- 1.2.6. *FI*™
- 1.2.7. *L'intégration fonctionnelle*™
- 1.2.8. *Prise de conscience par le mouvement*™
- 1.2.9. *Guild Certified Feldenkrais Teacher*™
- 1.2.10. *Guild Certified Feldenkrais Practitioner*™
- 1.2.11. FGNA *Feldenkrais Method Logo*

1.3. In the United States and Canada, FGNA owns the trademark:

- 1.3.1. *Feldenkrais*®
- 1.3.2. *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.

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- 2.3. Authorized trainee *Awareness Through Movement*® teachers in good standing are licensed to use FGNA service marks listed in Sections 1.1.1 – 1.1.6, 1.1.9 and 1.2.1-1.2.8 herein.
- 2.4. FGNA Trainee Members in good standing who are authorized trainee *Awareness Through Movement*® teachers are licensed to use the service marks listed in Sections 1.1.1 – 1.1.6, 1.1.9, 1.2.1-1.2.8, 1.2.11 and 1.4 herein.
- 2.5. Other individuals and organizations may be licensed to use certain 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 (®, ^{CM}, TM, SM or ^{MD}) 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 trainee *Awareness Through Movement*® teachers must:
 - 3.2.5.1. Indicate their trainee 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*® service marks in connection with free practice sessions.
 - 3.2.6. See Appendix A regarding use of the FGNA *Feldenkrais Method* Logo.**
- 3.3. See Appendix B regarding teaching applications of the *Feldenkrais Method* in events.**
 - 3.3.1. FGNA trademarks not specified in Sections 1.1 and 1.2 may be used only with advance written permission of the Executive Committee.
- 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

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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 Committee.

Appendix A: Use of the FGNA *Feldenkrais Method* Logo

Appendix B: Teaching Applications of the *Feldenkrais Method* in Events

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APPENDIX A:

Use of the FGNA *Feldenkrais Method* Logo

A *Guild Certified Feldenkrais Practitioner*^{CM}, certified *Feldenkrais Awareness Through Movement Teacher*^{CM} or Authorized Trainee *Awareness Through Movement*[®] teacher in good standing ("User"), may use the FGNA *Feldenkrais Method* logo (the "Logo") provided the User complies with the following terms and conditions:

1. Comply with all provisions of FGNA Service Marks, Certification Marks and Trademarks policy.
2. Users of the Logo agree and acknowledge that the Logo is the sole and exclusive property of FGNA. Use of the Logo shall constitute consideration for, agreement to and acceptance of these terms and conditions. Use of the Logo is permitted only pursuant to the terms and conditions of this limited, revocable and personal license, and any other written agreement, which terms apply to such use. Any failure by a User of the Logo to comply with the terms and conditions contained herein may result in the immediate revocation of this license, in addition to any other sanctions imposed or sought by FGNA.
3. Users may scale/resize the Logo to suit their needs, but may not change color or design or alter the graphics in any way and may not combine the Logo with any other graphic. In every use, the integrity of the Logo must be preserved. The Logo may be printed in PMS 285 and gradients of PMS 1495.
4. The Logo may be used only on the User's letterhead, business cards and similar documents or websites, signs, decals and products not for sale.
5. Upon lapse of User's FGNA certification or authorization, User must remove Logo from all signs, and all printed or electronic materials
6. The Logo may not be used on a product advertisement or product literature.
7. The Logo may not be used in any manner that indicates or implies approval by FGNA of any product, service or practice. This includes any use of the Logo that the public might construe as an endorsement or approval by FGNA of a User or a User's business or which might be taken to support or encourage a User's sale of product, service, process or installation.
8. No person gains any rights whatsoever in the Logo or its use; it remains the sole and exclusive property of FGNA and all use of the Logo inures to the sole benefit of FGNA. FGNA reserves the right in its sole and absolute discretion to require the removal of the Logo from any location or thing FGNA determines does not comply with this policy, or which could or does discredit or disparage FGNA, in the sole determination of FGNA.
9. Any unauthorized use of the Logo may result in legal action and the imposition of damages.
10. No person, other than those identified above, may use the Logo, without the express written authorization of FGNA.

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APPENDIX B: Teaching Applications of the *Feldenkrais Method* in Events
(e.g. Workshops, Seminars, Mentoring Groups, Advanced Trainings)

Feldenkrais Functional Integration and Awareness Through Movement are more than the set of methods and techniques used by *Feldenkrais* teachers; they encompass a unique way of understanding and approaching issues of human functioning and human learning. Competency can only be acquired through a long and intensive process of the kind employed in accredited *Feldenkrais* Professional Training Programs.

Certified practitioners may appropriately teach methods of touch or other forms of "hands-on" work or *ATM* in a variety of contexts.

Requirements for events that teach unauthorized individuals the pedagogy and approaches of the *Feldenkrais Method*:

Teachings of the *Feldenkrais Method* should not be diluted, diminished, or confused with other approaches, especially with other non-functional approaches, as the public benefits from the clarity of these experiences.

Advertising must state that participation in the event does not give participants the right to use FGNA service marks, and that only individuals who have received authorization from FGNA will be allowed to use FGNA service marks, and to practice *Functional Integration, Awareness Through Movement*, or the *Feldenkrais Method* of somatic education.

All attendees who are not authorized to use FGNA service marks will be required to sign a form that has been approved by FGNA. (form may be in paper, or online)

Who may attend the event:

The public benefits by having the teachings of Moshe Feldenkrais available to professionals in other fields. This allows other professionals to be informed by these teachings, though they will not be practicing the *Feldenkrais Method*.

Language in teaching event (imparting insights and skills):

At the beginning of the presentation, there must be a statement about the composition of the class, if there is one or more who is/are not certified in use of the service marks.

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