

**FELDENKRAIS GUILD® of North America**  
**FGNA Policy E2.4.2.1 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 trainee *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 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 – 1.1.7, 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.

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**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 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*<sup>SM</sup> service marks in connection with free practice sessions.

**3.3. 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.

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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.

- 3.4. FGNA trademarks not specified in Sections 1.1 and 1.2 may be used only with advance written permission of the Executive Director.
- 3.5. 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.
- 3.6. 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 revised: July 26, 2016 by FGNA Board of Directors**

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

### 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@feldenkraigsguild.com](mailto:servicemarks@feldenkraigsguild.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**