

# **Guidelines and Procedures of Trademark Use for the Society of Ortho-Bionomy® Australia**

The Society of Ortho-Bionomy Australia has registered the term 'Ortho-Bionomy' and the Sand Dollar logo with Industrial Property Australia in two classes.

- In 1998, the word and logo trademark, 725137, was registered in the Goods and Services Area in Class 41, Education and Training.
- In 2006, to ensure added protection of the trademark, the word and logo trademark, 1122178, was registered in the Provision of Services Area of Class 44 as –

*“Pain relief and healing technique involving gentle, non-invasive body work such as massage and body positioning.”*

These trademarks are registered in accordance with the Trade Mark Act 1995, subsection 33 (10) or 33 (2). The Society of Ortho-Bionomy Australia's professional members are granted, by the Board of Caretakers, a limited licence to use the Society's trademarks.

## **Training Requirements for Permission to Use the Trademark “Ortho-Bionomy®”:**

- **Affiliate** members/non-members – no use permitted
- **Practitioner-in-Training (PIT)** members (SOBA) – use of the term “Ortho-Bionomy®” on a business card or brochure, web-site or promotional material can be used in a list of modalities that are practised but cannot be used alone. Use of the Sand Dollar logo is not permitted.
- **Practitioners/Advanced Practitioners/Instructors** – permission is given to use the term “Ortho-Bionomy®” on a business card, web-site or brochure or promotional material when it is promoting their own practice and teaching. The Sand Dollar logo may be used in promoting their practice or teaching but cannot be used as a personal logo.

## **Print and Media Requirements for Permission to Use the Trademark “Ortho-Bionomy®”:**

- Ortho-Bionomy must appear with the ® symbol the first time on each printed page or web page.
- The Sand Dollar logo must always include the ® symbol.
- In addition, a trademark disclaimer must be included in every document or publication except on business cards as follows:

*“Ortho-Bionomy is a registered trademark of the Society of Ortho-Bionomy Australia and is used with permission.” or “Ortho-Bionomy and the Sand Dollar are registered trademarks of the Society Ortho-Bionomy Australia and are used with permission.”*

## **Web Domain Addresses**

Web domain addresses including the term Ortho-Bionomy® must be reviewed and approved by the Society of Ortho-Bionomy Australia. The word *ortho-bionomy* cannot be used on its own in a website address.