



Ortho-Bionomy®

Ortho-Bionomy® Australia Ltd. Trademark Policy

Ortho-Bionomy Australia Ltd. (OBA) has registered the trademark word 'Ortho-Bionomy' and the Sand Dollar logo with Intellectual Property Australia in two classes relating to the practice and teaching of Ortho-Bionomy in Australia.

These trademarks are registered in accordance with the Trade Mark Act 1995, subsection 33 (10) or 33 (2).

Ortho-Bionomy Australia encourages its members to promote their individual Ortho-Bionomy practices in ways that maintain the integrity and reputation of OBA's programs and services. Members of OBA are granted a limited licence to use its trademarks. Training requirements for permission to use the trademark term 'Ortho-Bionomy®' and the Sand Dollar design are:

Affiliate:

Affiliate Members **cannot** use any of OBA's trademarks in any promotional materials.

Practitioner In Training (PIT) Members:

1. Can use the term Ortho-Bionomy on a business card or brochure, website, social media or any other promotional material by listing "Ortho-Bionomy®" among the bodywork modalities that they practise.
2. Can state that they are members of Ortho-Bionomy Australia®.

P.I.T. Members **cannot:**

1. use Ortho-Bionomy Australia's trademarks in any way that suggests they specialise in or exclusively practise Ortho- Bionomy or suggest they have completed Ortho-Bionomy Australia's Registered Practitioner Program.
2. use the words "registered," "practitioner," or "instructor" in conjunction with the term Ortho-Bionomy®, **or**
3. use the Sand Dollar trademark.

Professional Members:

1. Practitioners, Advanced Practitioners and all levels of Instructors can use the trademarks Ortho-Bionomy® and the Sand Dollar design in promoting their Ortho-Bionomy practice or teaching, in the case of Instructors. The trademarks may be used on a business card, website, Facebook page or other social media platforms, brochures and other print and digital promotional materials.
2. Can also use the phrase "Registered Practitioner of Ortho-Bionomy®" in promotional literature. Instructor Members can use the phrase "Registered Instructor of Ortho- Bionomy®"
3. The Sand Dollar trademark may be used in any size, **but it may not be modified in any other way**. The Sand Dollar trademark must always be accompanied by the symbol "®".

Instructor Members:

1. To ensure that Ortho-Bionomy training meets the standards of OBA, Instructor Members must submit their instructional materials to the OBA Board of Directors when required for review and approval.
2. OBA will only approve, accredit and endorse classes that explicitly teach Ortho-Bionomy and are included in OBA's training program curricula. If any other non-Ortho-Bionomy material is to be covered in a class then the number of hours spent learning Ortho-Bionomy must be specified and only those hours/units will be accepted for training credit and Continuing Education units.

Protocol for use of the Registered Trademark term and logo in any print and digital media:

- Ortho-Bionomy must appear with the ® symbol the first time it appears in a written document or the first time it appears on each web page.
- The Sand Dollar logo must always include the ® symbol.
- A trademark permission statement must be included in every document or publication, including every web page in a website, except on business cards, as follows:
'Ortho-Bionomy ® is the registered trademark of Ortho-Bionomy Australia Ltd and is used with permission.'
OR
'Ortho-Bionomy® and the Sand Dollar are registered trademarks of Ortho-Bionomy Australia Ltd and are used with permission.'
- The word 'Ortho-Bionomy' cannot be used on its own in a website address.

Instructors visiting Australia to teach Ortho-Bionomy classes

- Any Ortho-Bionomy Instructor who wishes to teach Ortho-Bionomy in Australia must be currently registered as an instructor with the Ortho-Bionomy organization of their home country and must be a member of Ortho-Bionomy Australia Ltd. The use of the term Ortho-Bionomy for promoting classes is only permitted for OBA Ltd members, as described above. Any written teaching materials given to students must include one of the trademark permission statements shown above and comply with the regulations shown above.
- Instructors from other countries who intend to teach Ortho-Bionomy classes in Australia must submit to OBA Ltd their class content and any teaching materials to be given to students before conducting their classes. OBA's board of directors will determine whether the class can be accepted for training credit and Continuing Education units in OBA's practitioner training programs. If the classes are approved they can be listed on the OBA website according to the submission guidelines.

Trademark Infringement

Legal action may be taken against any person who does not comply with these regulations.