

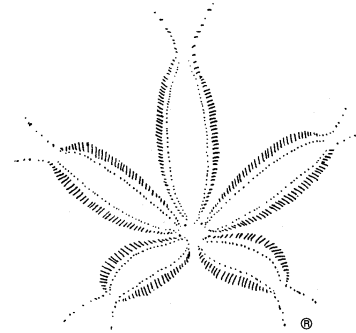
# Ortho-Bionomy Australia Ltd.

## Trademark Policy



Ortho-Bionomy Australia Ltd. (OBA) is the registered owner of these trademarks, with Intellectual Property Australia. Each trademark is owned in two classes relating to the practice and teaching of Ortho-Bionomy in Australia.

*OrthoBionomy*



The trademarks are registered in accordance with the Trade Mark Act 1995, subsection 33 (10) or 33 (2). OBA encourages its members to promote their individual Ortho-Bionomy practices in ways that maintain the integrity and reputation of OBA's programs and services.

Approved members are encouraged to use the trademarks such that the public can recognise therapists who have been trained through the programs monitored by Ortho-Bionomy Australia, in techniques guided by the original principles of Dr Arthur L. Pauls, D.O.

**Only appropriately skilled members of OBA are granted a licence to use its trademarks.**

Training requirements for permission to use the trademarks are:

### **Affiliate Members:**

(less than 142 hours of approved Ortho-Bionomy study experience)

1. Affiliate Members **cannot** use any of OBA's trademarks in any personal promotional materials i.e. on a business card or brochure, website, social media or any other promotional material.
2. Can state that they are members of Ortho-Bionomy Australia.
3. Can share posts on social media, which include the trademarks, from people suitably qualified eg Facebook post, videos etc. posted by professional members.

### **Associate Practitioner Members:**

(142 to 500 hours of approved Ortho-Bionomy study experience)

1. Can use the Ortho-Bionomy trademarks on a business card or brochure, website, social media or any other promotional material when listing "Ortho-Bionomy" among the bodywork modalities that they practise.
2. Can state that they are members of Ortho-Bionomy Australia.
3. Are required to use the term "Associate Practitioner" when referring to their level of Ortho-Bionomy competency.
4. Must not use wording that in any way suggests, or misleads the public to believe, they have completed the OBA Ltd 505-hour Practitioner training Program.

## **Professional Members:**

(over 500 hours of approved Ortho-Bionomy study experience.)

1. **Practitioner** members, **Advanced Practitioner** members and all levels of **Instructor** members can use the trademarks 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.
3. Instructor Members can use the phrase "Registered Instructor of Ortho- Bionomy."

## **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:**

- The trademark logos may be used in any size, but they may not be modified in any other way.
- The trademarks must always be accompanied by the symbol "®".
- Whenever the trademarks appear, in print or digital media, a trademark permission statement must be included in every document or publication, including every web page in a website, excluding business cards, as follows:

**'Ortho-Bionomy and the Sand Dollar logos are registered trademarks of Ortho-Bionomy Australia Ltd and are used with permission.'**

## **Instructors visiting Australia to teach Ortho-Bionomy classes**

- Any Ortho-Bionomy Instructor who wishes to teach classes from the Ortho-Bionomy training programs 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 trademarks for promoting classes is only permitted for OBA members, as described above. Any written teaching materials given to students, which include the trademarks, must include the trademark permission statement shown above and comply with the regulations shown above.
- Instructors from other countries who intend to teach Ortho-Bionomy classes in Australia must submit their class content and any teaching materials, to be given to students, to OBA Ltd 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.