

Guidelines for Use of the
BODY-MIND CENTERING® Service Marks

Introduction**Who May Enter into a Sub-License Agreement to Use the Marks?****Who May Not Enter into a Sub-License Agreement to Use the Marks?****What Services Do the Service Marks Identify?****Chart of Authorized Service Mark Use****What Can I Use the Marks On?****How Should the Marks Be Used?****Trade Mark or Service Mark – Why the Difference?****Mark Protection – Why the Fuss?****What If I Have Questions?****Examples of Service Marks Usage****Introduction**

The Body-Mind Centering Association, Inc. ("BMCA") is the professional association for Graduates of approved Body-Mind Centering® educational programs ("Graduates"). The 'Marks' are:

Body-Mind CENTERINGSM

Body-Mind CENTERING®

Body-Mind CenteringSM

Body-Mind Centering®

BMCSM

BMC®.

BMCA is a licensee of the Marks and sub-licenses the Marks worldwide on behalf of Bonnie Bainbridge Cohen (the "Markholder"), the founder of Body-Mind Centering and the owner of the Marks.

The Marks listed above may be used only by a BMCA professional member in good standing, consistent with that person's training and the standards set by BMCA, who has entered into a Sub-License agreement with BMCA (a "Sub-License" and the person licensed thereunder, a "Sub-Licensee"). The terms Body-Mind

Centering, BMC, and the logo  Body-Mind CENTERING®, may be used only by current Sub-Licensees in accordance with the terms of their Sub-License.

These Guidelines have been prepared to assist Sub-Licensees use the Marks properly and in accordance with the terms of their Sub-License. This information may be changed and updated from time to time. These Guidelines and any updates will appear on BMCA's website at www.bmcassociation.org.

In order to maintain important and exclusive legal rights to the Marks, certain standards of use have to be followed. Proper use will protect the unique identity of our work and help us to achieve the important twin goals of protecting our clients from untrained and unauthorized practitioners and building the reputation of our work. Protecting the Marks is the job of all of us and to the benefit of all of us and our clients.

Only Graduates Who Have Entered into a Sub-License May Use The Marks

Who May Enter into a Sub-License Agreement to Use the Marks?

- Graduates who are BMCA professional members in good standing and who have fulfilled all of BMCA's then current professional membership requirements may be eligible to enter into a Sub-License agreement with BMCA to use the Marks in a manner consistent with the services they are providing.



See BMCA's website at www.bmcassociation.org for membership requirements or contact BMCA for written membership requirements.

Who May Not Enter into a Sub-License Agreement to Use the Marks?

- Graduates who have let their good standing lapse by not maintaining BMCA membership or by not adhering to BMCA's professional membership requirements may not use the Marks to describe their work, even if their work remains unchanged from when they were initially certified or licensed to use the Marks. Such persons may state in their educational background the extent to which they have studied Body-Mind Centering and any educational credentials they received.
- Graduates who for other reasons, at the discretion of BMCA, are not currently qualified to enter into the License Agreement.

What Services Do the Service Marks Identify?

The Mark **Body-Mind Centering** is federally registered in the United States and is also registered in the European Union, Australia, Belgium, Luxembourg, the Netherlands (Benelux), Canada, Denmark, France, Germany, Italy, Japan, Norway, and Switzerland and should be used with the ® symbol in those countries. Please check with BMCA for any country not listed.

The Mark  **Body-Mind CENTERING®** is federally registered in the United States and the European Union and should be used with the ® symbol in those countries. The Mark  **Body-Mind CENTERINGSM** should be used with the superscripted symbol SM in Australia, Canada, Japan, Norway, and Switzerland. Please check with BMCA for any country not listed.

The Mark **BMC** is registered in the European Union and should be used with the ® symbol in the European Union and the superscripted symbol SM (BMCSM) elsewhere. These symbols notify the public that the Mark is associated with the services of the Markholder, BMCA, the School for Body-Mind Centering ("SBMC"), and the Sub-Licensees, and provide the Markholder with certain statutory protections associated with registration.

 **Body-Mind CENTERINGSM**,  **Body-Mind CENTERING®**, **Body-Mind CenteringSM**, **Body-Mind Centering®**, **BMC®**, or **BMCSM** can be used, in accordance with the location requirements described herein, by Sub-Licensees exclusively to identify the services listed below:

Certified Teachers and Certified Practitioners may use the Marks to identify their work in:

- Educational services, namely conducting workshops, classes and tutorials in the field of utilizing movement, touch, voice, and awareness to facilitate physical, mental and developmental change; and/or
- Physical and psychological therapeutic services utilizing movement, touch, voice, and awareness to facilitate physical, mental and development change.

Somatic Movement Educators may use the Marks ONLY to identify their work in:

- Educational services, namely conducting workshops, classes, and tutorials in the field of utilizing movement, touch, voice, and awareness to facilitate physical, mental and developmental change.
- Somatic Movement Educators are **not authorized** to use the Marks for therapeutic services.


Infant Developmental Movement Educators may use the Marks ONLY to identify their work in:

- Educational services provided in the context of working with infants developing in the normal range.
- Infant Developmental Movement Educators are **not authorized** to use the Marks for therapeutic services.

Graduates of Embodied Anatomy and Yoga and Embodied Developmental Movement and Yoga Programs may use the Marks ONLY to identify their work in:

- For EAY graduates: Educational services provided in the context of the practice and teaching of Embodied Anatomy and Yoga in private practice with individuals and in teaching individuals and groups.
- For EDMY graduates: Educational services provided in the context of the practice and teaching of Embodied Developmental Movement and Yoga in private practice with individuals and in teaching individuals and groups.
- Graduates of Embodied Anatomy and Yoga and Embodied Developmental Movement and Yoga Programs are not authorized to use the Marks for therapeutic services.

Chart of Authorized Service Mark Use

Authorized: Yes or No	Body-Mind Centering	BMC		Can use for educational services	Can use for therapeutic services	Other conditions
CT	Yes	Yes	Yes	Yes	Yes	
CP	Yes	Yes	Yes	Yes	Yes	
SME	Yes	Yes	Yes	Yes	No	
IDME	Yes	Yes	Yes	Yes	No	Services must be in the context of infants developing in the normal range
EAY	Yes	Yes	Yes	Yes	No	Services must be in the context of the practice and teaching of Embodied Anatomy and Yoga
EDMY	Yes	Yes	Yes	Yes	No	Services must be in the context of the practice and teaching of Embodied Anatomy and Yoga

KEY: CT = Certified Teacher; CP = Certified Practitioner; SME = Somatic Movement Educator; IDMY = Infant Development Movement Educator; EAY = Graduate of Embodied Anatomy and Yoga Program; EDMY = Graduate of Embodied Developmental Movement and Yoga Program

What Can I Use The Marks On?

- You can use the Marks on business cards, brochures, flyers, posters, business stationery, gift certificates, signs, webpages and other informational, promotional or advertising materials relating to the services you provide, *after* review and approval of such usage on such materials by BMCA.
- The registration only identifies those services listed above. At the present time, the Marks may not be used on products such as T-shirts, mugs, bumper stickers, or hats without written authorization from BMCA.
- Items or products containing the Marks may not be sold without written permission from BMCA. For information about getting approval for use of the Marks, contact BMCA.

How Should the Service Marks Be Used?


An ® means that a mark has U.S. federal registration and/or national registration in another country and all the associated protections of registration. The SM superscript sign ^(SM) identifies a mark as a service mark and signals that we are claiming rights in the mark based on use. There is a more detailed explanation below, explaining the intricacies of service mark law, but here are some key points to remember.

- Use the ® or SM symbol as listed earlier in this document, depending on your country and according to the Style Guide.
- Use the ® symbol or the SM symbol when the Marks first appear in signs, writings, or other promotional materials. You don't have to use the symbols every time on every page.
- Identify the ownership of the Marks and that you are a licensed user of the Marks in a footnote somewhere, with a statement similar to the following examples:


For the European Union:

 Body-Mind CENTERING[®], Body-Mind Centering[®] and BMC[®] are registered service marks of Bonnie Bainbridge Cohen, used with permission."

For the US:

 Body-Mind CENTERING[®] and Body-Mind Centering[®] are registered service marks and BMCSM is a service mark of Bonnie Bainbridge Cohen, used with permission."

For Japan:

Body-Mind Centering[®] is a registered service mark and  Body-Mind CENTERINGSM and BMCSM are service marks of Bonnie Bainbridge Cohen, used with permission."

- Proper use of the Marks helps prevent the Marks from becoming "generic". If the Marks are used to describe any sort of holistic body work, they will lose their unique identity. For example, you offer somatic work, or body education, or movement or integration work. An appropriate use of the Marks would be "I teach BMC somatic movement therapy," or I offer Body-Mind Centering classes," not "I offer Body-Mind Centering" or "I do BMC". More examples of proper usage appear beginning on page 5 under the heading "Certified Teachers and Certified Practitioners".

Trade Mark or Service Mark – Why the Difference?

- Before a mark receives U.S. federal registration or national registration in another country, a distinction is made between services and goods. Services are identified with a SM and goods are identified with a TM. Once a mark has been registered, the ® mark is used regardless of whether it is to identify a service or a tangible good. Registration is generally a long review process. When it results in the coveted registration, the mark owner gains both exclusive rights to use that mark in specific areas of commerce and responsibilities to protect that mark. “Body-Mind Centering” is a federally registered service mark in the U.S. and a nationally registered service mark in certain other countries and is therefore entitled to the ® symbol.
- Not every mark has federal or national registration. Rights in a mark can be acquired through consistent use, although those rights are not as strong as those acquired through federal or national registration. Use-based rights still provide valuable protection for our work and for our clients. “BMC” does not currently have federal registration in the U.S. or national registration in other countries, except in the European Union, so use SM to indicate a claim through use in the U.S. and elsewhere than the European Union. Use the ® symbol in the European Union.

Mark Protection – Why the Fuss?

- The essential legal purpose of a trade mark or a service mark is to identify the source of the goods or services for the benefit of the consuming public. The public can then have an expectation of consistent quality for those goods or services. Brand loyalty is built this way and benefits both the goods and services provider and the customer.
- It is our responsibility to make sure that the service mark is not used by anyone not trained by SBMC-approved programs and authorized by the Markholder. Use of the Marks by unauthorized individuals and groups will defeat public confidence and weaken the Marks. We may also lose U.S. federal registration or other national registration of the Marks if they cease to identify our services exclusively. If the Marks are lost, we lose the valuable ability to distinguish our services in the minds of clients and potential clients. If our Marks cease to identify our specific work and becomes available for any practitioners to use, we put our clients at risk of receiving services from unqualified practitioners and also risk our own professional reputations.
- The Marks are a symbol of the standards by which the public can determine the authenticity of our services. Limiting use of the Marks to Sub-Licensees ensures the public that there is (i) a level of training and ethical practices which can be associated with the work and trusted, and (ii) a consistent quality of service. By building public recognition of and confidence in the Marks, we are promoting our practice.
- Although United States use and registration give protections to our Marks worldwide, this is a complicated issue. The Marks are also registered and protected in many other countries. We are in the beginning of the long process of worldwide registration. Your proper use of the Marks and your assistance in monitoring their use will help us to protect the Marks.

**Should you see the Marks being used in a way that violates these guidelines,
please report such cases to BMCA staff or board members
so that appropriate measures can be taken.**

What If I Have Questions?

For any questions regarding the above information or the use of the Marks in general, please contact BMCA.

Examples of Service Marks Usage

Use of the Service Marks must be consistent with the level of training and the context in which the services are being offered.

Certified Teachers and Certified Practitioners

Approved service marks and common nouns for Certified Teachers and Certified Practitioners using the service marks are:

Body-Mind Centering®...

- Somatic Movement Education
- Somatic Movement Therapy
- Movement Education
- Movement Therapy
- Developmental Movement Classes
- Approach

BMC® (in the European Union)...

and

BMCSM (elsewhere than the European Union) ...

- Somatic Movement Education
- Somatic Movement Therapy
- Movement Education
- Movement Therapy
- Developmental Movement Classes
- Approach

Additionally, Certified Teachers and Certified Practitioners using Body-Mind Centering® principles for specific applications within their own areas of expertise (movement form, therapeutic modality or sport) may use the phrase:

Body-Mind Centering®...

Approach to (movement form, therapeutic modality or sport)

Ideally, a Certified Teacher or Certified Practitioner will not say: "I do Body-Mind Centering®" but will say:

"I

- teach
- practice
- offer
- study

Body-Mind Centering®

- Somatic Movement Education
- Movement Therapy
- Developmental Movement Classes"

Somatic Movement Educators

Approved service marks and common nouns for Somatic Movement Educators using the service marks are:

Body-Mind Centering•...

Somatic Movement Education
Movement Education
Classes

BMC® (in the European Union)...

and

BMCSM (elsewhere than the European Union) ...

Somatic Movement Education
Movement Education
Classes

*Embodied Anatomy and Yoga Program Graduates and
Embodied Developmental Movement and Yoga Program Graduates*

Approved service marks and common nouns for Embodied Anatomy and Yoga graduates using the service marks are:

Body-Mind Centering•...

Somatic Movement Education
Movement Education
Classes

BMC® (in the European Union)...

and

BMCSM (elsewhere than the European Union) ...

Somatic Movement Education
Movement Education
Classes

Infant Developmental Movement Education Program Graduates

Approved service marks and common nouns for Infant Developmental Movement Education graduates using the service marks are:

Body-Mind Centering•...

Somatic Movement Education
Movement Education
Classes

BMC® (in the European Union)...

and

BMCSM (elsewhere than the European Union) ...

Somatic Movement Education
Movement Education
Classes

The Logo Marks:  **Body-Mind CENTERINGSM** and  **Body-Mind CENTERING®**

All Sub-Licensees are permitted and encouraged to use the new logo Mark on their marketing materials when identifying "BMC" services. The logo Mark must be used as provided on the BMCA website and may not be changed in any way, other than its size and, in black and white materials, it may be printed in black and white.

Permitted Uses of the Logo:

- On the top of a page or section identifying "BMC" service offerings
- Next to a description of "BMC" service offerings
- Within a description of Sub-Licensees training or service offerings

Impermissible Uses of the Logo:

- As a header on a Sub-Licensees' webpages
- On any merchandise, including hats, shirts, bags, books, etc.

* * * *

© March 2017 BMCA