

Holy Yoga® Trademark Usage Guide

The Holy Yoga® Trademarks are important business assets of Holy Yoga® Global, LLC and should be treated with a high level of care. People around the world, including us, rely on our Trademarks to identify our products and services and to distinguish them from those of our competitors. As the creators and global leaders in yoga training programs, we take great pride in our products and services and work relentlessly to improve them. We believe our passion for excellence is unrivaled.

If our Trademarks became "generic" in a particular area, they would cease to identify our Company as the exclusive source of products and services on which they appear. Accordingly, anyone would be able to use our marks without concern of a trademark infringement claim, creating confusion in the marketplace. We respectfully request that you support our efforts to enforce the Holy Yoga® Trademarks and take steps to use them properly and avoid confusion or misuse. If you have any questions concerning the proper use of the Holy Yoga® Trademarks, contact us at info@holyyoga.net.

The word Holy Yoga® was coined by us, and is an arbitrary and fanciful word we selected as the original brand name that identifies our programs and related products. The Holy Yoga® brand name and related word and logo trademarks should only be used to indicate the source of our particular programs and related products and should not be used to refer to any other programs, products or services.

THE HOLY YOGA® TRADEMARKS

Trademark offices around the world provide us with legal means for protecting consumers, licensees, distributors and our Company from third parties that imitate, infringe and/or counterfeit our products or services. These rights include the exclusive right to use our Trademarks in the countries where they are registered. Our registered Trademarks enjoy a presumption of validity around the world. Proper use of our Trademarks serve to distinguish our products and services from those of other companies, prevents the likelihood that consumers will be confused, and helps prevent damage to our marks, including, for example, tarnishment, dilution and genericization. In the United States, Holy Yoga® is registered trademarks owned by our Company.

WHO MAY USE THE HOLY YOGA® TRADEMARK AND LOGO?

Only those enrolled in our CORE Membership program have the right to use the Holy Yoga® Trademarks. We ask that our CORE Membership enrollees and enthusiasts of the Holy Yoga® program everywhere contact us immediately if they become aware of any unauthorized or improper use of the Holy Yoga® Trademarks. You can email us at info@holyyoga.net.

PLEASE OBSERVE THE FOLLOWING TRADEMARK USAGE RULES

- Always use a trademark notice
 - Always use the appropriate trademark symbols ®.
 - The appropriate symbols should be used in all printed materials and advertising.
- Always use the Holy Yoga® Trademarks distinctively
 - You can also underline Holy Yoga® or put Holy Yoga® in italics.
 - When referencing Holy Yoga®, it is important to always refer to the program or class by the full program or class name (i.e., the Gentle Holy Yoga® Class) and not as Gentle Holy Yoga or Gentle.
- Always use a trademark disclaimer.
 - Holy Yoga®, logos are trademarks of Holy Yoga Global, LLC. Used under CORE membership guidelines and enrollment.
- Never alter the Holy Yoga® Trademarks
 - Do not change the graphics, colors, spelling, insert hyphens or combine two words into one (ie: "You'll love Holy Yoga-mania").
- Never use the Holy Yoga® Trademark as a verb.
 - ie: Never use "Holy Yoga" to describe an exercise program or class. It is proper to say, "I love the Holy Yoga® Class" and improper to say, "I love to Holy Yoga."
- Never use the Holy Yoga® Trademarks as trade or company names.
 - It is incorrect to use or refer to the Holy Yoga® Trademarks as a trade name (e.g., company name or facility name).
 - ie: don't name your company with Holy Yoga® in the title; name your company something else and say that it offers the Holy Yoga® program or Holy Yoga® classes.
 - Use of the Holy Yoga® name as a trade name is reserved exclusively for Holy Yoga® Licensed Instructor Trainers.
- Never use the Holy Yoga® Trademarks on merchandise.
 - Only Holy Yoga® and its authorized partners can use the Holy Yoga® Trademarks on merchandise like CDs, DVDs, fitness equipment, footwear, clothing and accessories and other products.
 - ie: don't make shirts and put the Holy Yoga® Trademarks on the shirt.
- Use of the Holy Yoga® Logos
 - The Holy Yoga® Logos were designed to designate products and services developed by our Company and may be used by licensees in their exact form and only to advertise and promote our programs, products and services.
 - Unless our prior written approval is obtained, the Holy Yoga® Logos are never to be used in connection with the manufacture, promotion, offer for sale or sale of any merchandise.
 - The Holy Yoga® Logos cannot be altered or modified in any way, nor can they be combined with any other trade names, trademarks or logos without our express written permission.

IN SUMMARY, THE HOLY YOGA® TRADEMARKS SHOULD NEVER BE USED IN THE FOLLOWING WAYS:

- Altered or Modified — For example, "Holie Yoga".
- As a Verb — For example, "once you Holy Yoga, you'll be hooked."
- As a Trade Name — For example, "The Holy Yoga Studio".
- On Merchandise — For example, don't make "Holy Yoga" shirts.
- To advertise programs or products not affiliated with Holy Yoga Global, LLC.

HOLY YOGA® CERTIFICATION DESIGNATIONS

- C-HYI 100 - HOLY YOGA® 100 Hour Instructor Training
- C-HYI 200 - HOLY YOGA® 200 Hour Instructor Training
- C-HYI 300 - HOLY YOGA® 300 Hour Instructor Training
- C-HYI Adaptive - HOLY YOGA® Adaptive Instructor Training
- C-HYI Aerial - HOLY YOGA® Aerial Instructor Training
- C-HYI Chair - HOLY YOGA® Chair Instructor Training
- C-HYI Kids - HOLY YOGA® Kids Instructor Training
- C-HYI Pre/Postnatal - HOLY YOGA® Pre/Postnatal Instructor Training
- C-HYI Yogalates - HOLY YOGA® Yogalates Instructor Training
- C-HYI Weights - HOLY YOGA® Weights Instructor Training
- C-HYI Therapy - HOLY YOGA® Therapy Instructor Training
- C-HYI Trauma Sensitive - HOLY YOGA® Trauma Sensitive Instructor Training
- C-HYI Disordered Eating - HOLY YOGA® Disordered Eating Instructor Training
- C-HYI Leadership - HOLY YOGA® Leadership Instructor Training
- C-HYI Plus - HOLY YOGA® Plus Instructor Training
- C-HYI Touch - HOLY YOGA® Touch Instructor Training
- C-HYI Ignite - HOLY YOGA® Ignite Instructor Training
- C-HYI Immerse - HOLY YOGA® Immerse Instructor Training
- C-HYI Yin - HOLY YOGA® Yin Instructor Training
- C-HYI Wheel - HOLY YOGA® Wheel Instructor Training

This information is for educational purposes only and should not be construed as legal advice nor does it provide a legal opinion on any specific facts or circumstances. If you have specific legal questions, you are urged to consult your own lawyer concerning your situation.