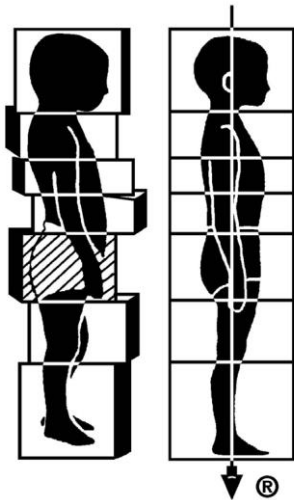


Dr. Ida Rolf Institute®
Service Mark Use Guidelines for Members:
United States

The service marks of the Rolf Institute are valuable assets. By following these guidelines, you help to protect our valuable trademark rights and strengthen our brand identity.

What are the Service Marks?

- Rolfing®
- Rolf Institute®
- The Rolf Institute of Structural Integration®
- Rolf Movement®
- Rolfer®
- Little Boy Logo



The Little Boy Logo **may not** be:

- used
 - without the ® symbol
 - as wallpaper or background on websites, or
 - in conjunction with goods or services unrelated to *Rolfing*® structural integration or *Rolf Movement*® integration
- animated
- altered in any way but size
- displayed as a multi-colored element

How must the service marks be attributed?

- Websites, as well as brochures, advertisements and other print materials, **should** include the following language to indicate that the Rolf Institute owns the marks:

Rolfing®, *Rolfer®*, *Rolf Movement®* and the Little Boy Logo are service marks of The Rolf Institute of Structural Integration®, Boulder, CO.

- To distinguish the *Rolfing®* brand of structural integration and movement integration from the other brands of structural integration, inclusion of the following is **highly recommended**:

Rolfing® designates the Rolf Institute's brand of structural integration, the discipline developed by the late Ida P. Rolf, Ph.D. While the Rolf Institute is Dr. Rolf's original school of structural integration, it is now one of many schools of structural integration; and *Rolfing®* structural integration designates the practice of structural integration by graduate members of the Rolf Institute, who are licensed to use its service marks.

Rules of Use:

1. Use the proper ™ or ® symbol.

- You **must** use the correct service mark designation (® or ™) for each mark.
- You **must** use the appropriate symbol with each mark the first time you use the mark on each web page (for on-line materials) or text section (for business cards or printed materials).
- For subsequent uses of the mark on the same web page or in the same printed text section, the ™ or ® symbol is optional.

2. Use *Rolfing®* and *Rolf Movement®* as adjectives – not as nouns.

- Because *Rolfing®* denotes a brand of structural integration, it **must** be used as an adjective, as in *Rolfing®* structural integration or *Rolfing®* session, and never as a noun.
- *Rolf Movement®* also **must** be used only as an adjective, as in *Rolf Movement®* integration or *Rolf Movement®* practitioner, and never as a noun.
- The service marks *Rolfing®* and *Rolf Movement®* **must** be followed by appropriate generic nouns the first time they appear on a web page or text section. Thereafter, appropriate generic nouns should frequently accompany the service marks.
- Adjective marks **must** be used to modify only generic nouns appropriate to our work. For example:
 - *Rolfing®* structural integration
 - *Rolfing®* practitioner, client, session, series, clinic, office, approach, training
 - *Rolf Movement®* integration
 - *Rolf Movement®* practitioner
- **Do not** use *Rolfing®* or *Rolf Movement®* to modify generic nouns that are not appropriate to our work. For example: *Rolfing®* massage or *Rolf Movement®* therapy.

- Take care with nouns such as *technique* or *modality*.
 - **Do** refer to techniques common in Rolfing as such; *e.g.*, “The pelvic lift is a *Rolfing* technique.”
 - **Do not** describe Rolfing itself as a technique or modality; *e.g.*, do not say, “The *Rolfing* technique brings ease and support in gravity” or “The modality of *Rolfing* brings ease and support in gravity.”
- *Rolfing* **may not** be used as a noun modified by your name, location, or other personal brand identifier. Change “Seattle Rolfing®” to “*Rolfing*® Structural Integration, Seattle.” Or, change “Effective Rolfing®” to “Effective *Rolfing*® Structural Integration” or “Effective *Rolfing*® SI.”

3. Give the marks a distinctive appearance.

- They **should** be displayed in a distinctive font relative to surrounding text.
- Capitalize the marks, *e.g.*, Certified Advanced *Rolfer*® or *Rolfing*® session.

4. Avoid usage errors.

- The phrases *Rolf Method* and *Rolf Practitioner* are favored by other schools of structural integration and, to prevent any possible confusion, **should be avoided** by members of the Rolf Institute.
- Use *Certified Advanced Rolfer*® – not *Advanced Certified Rolfer*.
- *Rolfed* **may not** be used as a verb and is **never correct**. Instead of “I got Rolfed,” say “I experienced/received/underwent/tried *Rolfing* structural integration.”
- *Rolf*, standing alone, is **never appropriate** except to refer to Dr. Ida P. Rolf.
- **Do not** combine the terms *Rolfing* or *Rolfer* with adjectives such as Smith-Rolfing, Deep Rolfing, Original-Rolfing, Horse Rolfing or RolfWorks, etc.
- **Do not** turn the term *Rolfing* into a possessive; *e.g.*, phrases such as *Rolfing’s approach to ...* are incorrect.
- **Do not** use the term *Rolfing* as a plural; *e.g.*, to say that one delivered or received *several Rolfings* would be incorrect.
- The marks **may not** be attached to another word, *e.g.*, “ROLFINGmania.”

5. Respect license limits.

- Members in good standing **may** use the service marks, including the Little Boy Logo, on promotional or informational materials – such as business cards, brochures, flyers, posters, and printed or online advertising – that are directly related to the practice of *Rolfing*® structural integration or *Rolf Movement*® integration.
- To use the service marks, including the Little Boy Logo, on items sold or distributed free of charge – such as books, CDs, DVDs, pins, pens, notepads or clothing – you **must** get advance written permission from the Rolf Institute.