



Guidelines for Correct Trademark Usage for the Anusara® School of Hatha Yoga

The *first instance of Anusara or one of its sub-divisions* listed in a document should include the applicable registration or trademarks. Any subsequent use of the names *does not* require use of these marks - so after the first use of the term on a webpage or flyer, do not add [™] or ®.

| <i>Correct Usage</i> | <i>Incorrect Usage</i> |
|--|--|
| Anusara® yoga (lower-case y) | Anusara teacher |
| Anusara-Inspired™ yoga (capital I) | Anusara inspired |
| Anusara-Inspired™ yoga teacher | Anusara-Inspired teacher/class |
| Anusara® yoga teacher | Anusara based/Anusara style |
| Anusara® yoga classes | Anusara method |
| Anusara Elements™ yoga teacher | Anusara Elements teacher |
| Universal Principles of Alignment™ | universal principles of alignment™ (or ®) |
| Anusara-Inspired™ yoga teacher Jane Norton will teach an Anusara® yoga class on Tuesday at noon. | Anusara-Inspired yoga teacher Jane Norton will teach an Anusara yoga class on Tuesday at noon. |
| Jackie Prete has studied Anusara® yoga for ten years and is a certified Anusara yoga teacher. | Jackie Prete has studied Anusara® Yoga for ten years and is a Certified Anusara® yoga teacher. |
| <i>As a title after teacher's name on business card or email signature or letter</i> | |
| Jackie Prete, Certified Anusara Yoga Teacher | Jackie Prete, certified Anusara yoga teacher |
| Jackie Prete, Anusara-Inspired Yoga Teacher | Jackie Prete, Anusara-inspired yoga teacher |
| Jackie Prete, Anusara Elements Yoga Teacher | Jackie Prete, Anusara elements yoga teacher |
| Anusara yoga is.... | The Anusara yoga method is.... |
| Anusara yoga is a school of hatha yoga that... | The Anusara yoga style is.... |
| Anusara yoga's Universal Principles of Alignment... | Anusara yoga is a style that.... |
| All trademark symbols should always be shown in superscript. | |
| To insert a trademark in your document: | |
| Mac: option + R ® option + 2 ™ | |
| Windows: type (r) ® type (tm) | |

Trademarks and Identity as Text

| Certified Anusara Yoga Teachers | Anusara-Inspired Yoga Teachers | Anusara Elements Teachers |
|---|--|--|
| May advertise as a certified Anusara yoga teacher, an Anusara yoga teacher or a licensed Anusara yoga teacher | May advertise as an Anusara-Inspired yoga teacher or licensed Anusara-Inspired yoga teacher | May advertise as an Anusara Elements yoga teacher or licensed Anusara Elements yoga teacher |
| May teach Anusara yoga classes, workshops, etc | May teach Anusara-Inspired yoga classes and workshops | May teach Anusara Elements classes |
| May teach “Intro to Anusara Yoga” classes | May not teach “Intro to Anusara Yoga” classes or workshops, Anusara Yoga Immersions or Anusara Yoga Teacher Trainings. “Anusara-Inspired Yoga Basics” is acceptable. | May not teach “Intro to Anusara Yoga” classes or workshops, Anusara Yoga Immersions or Anusara Yoga Teacher Trainings. |
| May teach Immersions & Teacher Trainings upon approval.** | May not teach Immersions & Teacher Trainings representing Anusara** | May not teach Immersions & Teacher Trainings representing Anusara |
| May teach Universal Principles of Alignment Workshops | May not teach Universal Principles of Alignment workshops. | May not teach Universal Principles of Alignment workshops. |
| May publish classes as Anusara Yoga | May publish classes as Anusara Yoga | May publish classes as Anusara Elements Yoga |

Policy for Leading Anusara Immersions and Teacher Trainings

Below are the minimum requirements Anusara yoga teachers must meet to lead Anusara yoga Immersions and/or the initial 100 hour Teacher Training.

** If you are already experienced at teaching Anusara Immersions and Teacher Trainings, you do not need to apply before registering trainings.*

1. One year experience as a Certified Anusara yoga teacher and is registered with Yoga Alliance as an E-RYT 200 or can document an equivalent level in terms of hours of teaching experience.
2. Has taught 15 hours of Anusara yoga workshops or trainings focused on Anusara yoga philosophy or the Universal Principles of Alignment™.
3. Completed the Application to be a teacher of Anusara Immersion/TT Leadership and and has received an email confirmation of ASHY approval.

Plus **One** of the options below:

- a. After becoming a certified teacher, has assisted or observed in all three parts of an Immersion and/or the full 100 hours of Teacher Training
- b. In specific cases, where it is not possible to observe or assist, with ASHY approval, teacher may be assigned to work with a mentor through the preparations and teaching of his/her first round of immersions and trainings.

NOTE: It is highly recommended that the teacher view the video "Building Inspiration - Planning your first Immersion". Available on the ASHY website.

The application is on the website <http://www.anusarayoga.com/application-to-teach-anusara-immersions-teacher-trainings/>

To register an Immersion or Teacher Training: <http://www.anusarayoga.com/registration-of-immersions-teacher-trainings/>

