

Trademark Usage Rules

Hendrickson Method[®] and *wave mobilization*[®] are registered trademarks belonging to the Hendrickson Method Institute, Inc. You may use the trademarks according to the following rules of use:

Trademarks and Professional Titles:

Graduates of Hendrickson Method professional certification courses may use the Hendrickson Method trademark as follows:

- Graduates of Hendrickson Method Training: 126-hour, 168-hour, or 200-hour certification courses or the former Institute of Orthopedic Massage's 200 hour training, may use the title "Hendrickson Method[®] Practitioner".
- Graduates of Hendrickson Method Training: 336-hour or 400-hour certification courses, or the former Institute of Orthopedic Massage's 400 hour training, may use the title "Hendrickson Method[®] Therapist".
- Graduates who have completed 500 hours of Hendrickson Method Training may use the title "Hendrickson Method[®] Advanced Therapist".

Using the registered trademark symbol ® in professional titles:

The first time you use the term Hendrickson Method as part of a professional title, it must contain the ® mark after the registered term as a superscript and be large enough to be clearly visible. Where space permits, you should also include a trademark attribution, preferably in the following footnote format: "Hendrickson Method is a registered trademark of Hendrickson Method Institute, Inc." You may not use Hendrickson Method in professional titles with any words or terms other than those listed above as approved titles.

Style of titles:

You may not combine your Hendrickson Method title so that it appears merged with another title. Here are examples of unacceptable titles followed by corrected versions:

Incorrect: Hendrickson Method[®] / Sports Practitioner

Correct: Hendrickson Method[®] Practitioner & Sports Practitioner

Incorrect: Hendrickson Method[®] & Reiki Practitioner

Correct: Hendrickson Method[®] Practitioner & Reiki Practitioner

Incorrect: Physical and Hendrickson Method[®] Therapist

Correct: Physical Therapist and Hendrickson Method[®] Therapist

Trademarks and the Terms Hendrickson Method and Wave Mobilization:

Using the ® Mark

When you write the terms Hendrickson Method® or wave mobilization®, they must be followed with the ® mark as a superscript large enough to be recognized, the first time the term appears in each/any context. For example, if you are writing a three-page article on Hendrickson Method, you only need to insert the ® after the first use of the term. If the article has sidebars, footnotes, or chapters, the ® symbol should also appear after the first use of the trademark in each of those areas that might be viewed on a stand-alone basis. If the trademark term is used on web pages in descriptive text or page titles, the ® mark must appear on each page, in each separate section where Hendrickson Method or wave mobilization are used.

You may not use the term Hendrickson Method in a way that might appear to create a different meaning or a hybrid term. For example, the following uses would be unacceptable:

- "...his training in Hendrickson Method® – Medical Massage prepared him for ..."
- "...Hendrickson Methodology® is perfect for a wide range of..."

Please comply with the following additional rules of trademark usage:

- Do not use the trademark as a plural. "Hendrickson Methods" or "wave mobilizations"
- Do not use the trademark as a possessive. "Hendrickson Method's"

Style of Use

You may use any font, emphasis, or style of type when using the trademark, whether in general or as part of a professional title, as long as the style you select meets the following requirements:

- It does not appear to be a logo or part of a logo
- It is not stylized so that it appears to be an artistic design
- It is clearly legible

Conditions of trademark usage may be changed at the discretion of Hendrickson Method Institute or Dr. Tom Hendrickson at any time.

Violations: Trademark use deemed in violation of these rules by Hendrickson Method Institute or Dr. Tom Hendrickson may result in legal action. You consent to jurisdiction and venue in the Superior Court of Alameda County, California, and/or the United States District Court for the Northern District of California. In any such legal action, the prevailing party shall be entitled to be awarded allowable costs and reasonable attorney's fees incurred.