**What is a trademark?**

A trademark is a word, phrase, symbol or design, or a combination of words, phrases, symbols or designs, that identifies and distinguishes the source of the goods of one party from those of others.

**What is a copyright?**

A copyright protects an original artistic or literary work

The Center of Being has both.

**Recommended Trademark Guidelines**  **from the Center of Being, Inc.**

 In your Advertising: Integrated Energy Therapy ® and IET ® are registered trademarks of The Center of Being, Inc. As an IET Practitioner, you may use the Integrated Energy Therapy ®and IET ®  trademarked names in your advertising and literature. You may put the Integrated Energy Therapy®  and IET®names on your business cards, flyers, brochures, etc. We ask that you include the registered service mark symbol ® as part of the names as shown above.

In a Website Name: You may not use the Integrated Energy Therapy® and IET® names as all or part of the name of a website (e.g.www.IntegratedEnergyTherapy.net, or www.bestIET.com, or

www.IETforKids.com). You may, of course, use the Integrated Energy Therapy or IET names within the pages of your website itself.

On Your Merchandise: You may not use the Integrated Energy Therapy®

and IET® names on merchandise that you create for sale or to give away (e.g. books, posters, audio programs or video programs) without the written permission of The Center of Being, Inc. Recommended Copyright Guidelines.

All printed and audio products produced and sold by The Center of Being, Inc. are protected by copyright laws and must not be reproduced in any way by any means.

Here are some simple guidelines that we ask you to follow:

♦ Do not photocopy any Center of Being publication (books, quick reference guides, portraits, workbooks, or manuals) or reproduce them in any way.

♦ Do not create Power Point or any other electronic or manual presentations of IET, Healing Angels, or Steps materials, as it would violate The Center of Being copyrights.

♦ Do not reproduce any Center of Being audio products or recordings, or transmit them by any means in any format (e.g. mp3) or post them to any website (e.g. YouTube).

♦ Do not record (audio or video) any of your IET, Healing Angels or Steps, classes, presentations or sessions, as it would violate The Center of Being copyrights.

 If in doubt, please contact us!

 If you are ever in doubt about what is and what is not supported by our Copyrights and Trademarks please contact us. We would be happy to discuss it with you. Also, if you are aware of anyone who you think is violating our Copyrights or Trademarks, please let us know so that we can investigate the matter. Our email: BarbaraStepniak@learniet.com Our phone: (845) 657-7220

 **Questions and Answers - Examples**

 Q1. Can I make a T-shirt with the IET Logo on it, for my own use?

 A1. Yes, as long as it is for your own use, and you are not selling them.

 Q2. Can I make a copy of one of your web pages and hand it out to my friends or students at a class?

 A2. Not usually. Especially processes that are specific to IET (the website and it's content are copy written). Please contact us if you have a specific request.

 Q3. Can I make a copy of the nine Angels of the Energy Field angel pictures for my own use (either full size or shrunk down onto one page)?

 A3. No, this would infringe on our copyright. Doesn't matter if it's color or black/white copies.

Q4. Can I make a big banner to hang up at an Expo I am attending, with the words "Integrated Energy Therapy" on it? How about putting the logo on it as well?

 A4. Yes, as long as you use the registered symbol - Integrated Energy Therapy®. And using the logo on your banner is fine.

Q5. Can I put the IET logo on my flyers and business cards?

 A5. Yes, we encourage that.

 Q6. Can I put a copy of any of the Angels of the Energy Field, or Ariel Beaming Hands images on my website?

 A6. No, you can only use the IET logo - none of the other images.

 Q7. Can I put a copy of any of the Angels of the Energy Field, or Ariel Beaming Hands images on my Facebook page?

 A7. No, you can only use the IET logo. If you are a Master-Instructor, you can use any of the approved images on the "approved images" page in the "For Instructors Only" section.

 Q8. Can I call my website www.IETinIreland.com?

 A8. No, that infringes on our trademark.

 Q9. Can I make a PowerPoint presentation of the IET material I am going to teach?

 A9. No, sorry, that would infringe on the copy written material being copied into slide form.