

SLINGS MYOFASCIAL TRAINING®

TRADEMARKS & HOW TO USE THEM

Welcome to the Slings Community! We believe in sharing and we want Slings to go out into the world. To maintain the quality and ensure the authenticity of Slings Myofascial Training, clear guidelines are useful and help to implement the concept and the names into practice.

Registered are the following names:

- Slings in Motion®
- Slings Myofascial Training®

INTERNATIONAL TRADEMARK PROTECTION

Slings Myofascial Training® and Slings in Motion® are names owned by art of motion training in movement gmbh and protected by trademark laws.

ANATOMY TRAINS IN MOTION®

Anatomy Trains is an international brand owned by Kinesis (Anatomy Trains USA/Thomas W. Myers) and can therefore not be used by any other company or person than the Anatomy Trains offices and licenced partners like art of motion. Therefore, it is forbidden to call a lesson or class Anatomy Trains or Anatomy Trains in Motion.

WHO CAN USE ART OF MOTION'S TRADEMARKS?

Once you have successfully completed Anatomy Trains in Motion, Slings Essentials, Slings in Motion I or Slings in Motion Blend as well as the Slings Online Theory Assessment, you are allowed to call yourself:

- Slings Myofascial Training Teacher Foundation Level (SMT Teacher Foundation Level).

Once you have successfully completed the Slings Diploma, you are allowed to call yourself:

- Slings Myofascial Training Teacher Advanced Level (SMT Teacher Advanced Level).

We warmly invite and encourage SMT advanced level teachers to name their classes:

- Slings Myofascial Training®.

WHEN CAN YOU INTEGRATE SLINGS INTO TEACHING AND INTO YOUR SCHEDULE?

Once you have completed Slings Myofascial Training Foundation Level, you can start to integrate Slings in Motion repertoire into your teaching. The Slings Myofascial Training Foundation Level (Certificate of Completion) comprises the following courses:

- Anatomy Trains in Motion
- Slings Essentials
- Slings in Motion I or Slings in Motion Blend
- Online Theory Assessment

In the following paragraph you will find details on how to integrate Slings into your class title in conjunction with the primary modality in which you are certified in.

INTEGRATION OF SLING INTO YOUR SCHEDULE: USER GUIDE

Essentially teachers having completed the Slings Myofascial Training Foundation Level are encouraged to use the name “Slings” in combination with their field of movement or manual therapy.

Slings Myofascial Training Advanced Level teachers are encouraged to either use the name “Slings” in combination with their field of movement or manual therapy or offer Slings Myofascial Training® classes.

WRITING OF NAMES

Spelling: The individual words of the registered names need to be spelled the way they are registered.

Font: Feel free to choose your own font.

USE OF ® SYMBOL

Titles: If the registered names are used as a title, please use the registered symbol ®.

Text: If the registered names are used in text you don't need to add the registered symbol.

USE OF NAMES

Feel free to use the names in timetables, descriptors and promotional materials.

There are several ways to incorporate Slings and Slings Myofascial Training. Following is a list with examples.

Class Titles

After having completed Slings Myofascial Training Foundation Level (Certificate of Completion), you can use Slings in combination with your movement or manual specialty.

Such as: Pilates & Slings
Yoga & Slings
Fitness & Slings
Movement Therapy & Slings

As a SMT Teacher Advanced Level, you can use Slings Myofascial Training as a stand-alone class title or in combination with your movement or manual specialty.

Such as: Slings Myofascial Training®
Pilates & Slings
Yoga & Slings
Fitness & Slings
Movement Therapy & Slings

COMMUNITY & MARKETING SUPPORT

The content described below you find on our website under Slings in the subsection Community:

www.art-of-motion.com/en/slings/community/

CLASS DESCRIPTORS / MARKETING TEXTS

To boost your Slings classes, we provide you with pre-written marketing texts and class descriptors.

SLINGS AMBASSADOR PROGRAM

To spread the knowledge and the fascination for Slings Myofascial Training even further, we have created an Ambassador Program for you and your clients.

After having completed Slings Myofascial Training Foundation Level (Certificate of Completion), you can offer, for example, a ready-to use Slings Introductory Workshop at a studio of your choice. Everything free of charge – from art of motion with love.

LOGO

As a certified Slings Myofascial Training Teacher Advanced Level (SMT Teacher Advanced Level), you are more than welcome to use the Slings Myofascial Training logo on your website, social media channels as well as in your schedule.

SOCIAL MEDIA GUIDELINES

This guideline gives you an idea of the social media channels we use and what to take into consideration when it comes to posting photos, videos or blog posts related to intellectual property of art of motion. It also lists the relevant tags (@) & hashtags (#) we use on social media. While we believe that knowledge should be shared generously, we count on all stakeholders to respect the property of art of motion, both material and knowledge, and to act accordingly on various social media channels.

REFERENCES

Sharing is caring. If you share Slings related content, please credit and include a reference to art of motion.

With Slings related content we mean:

- The Slings philosophy and approach to myofascial training.
- Myofascial training aims as defined in Slings.
- The fascial movement qualities as defined in Slings.
- Myofascial training techniques as defined and applied in Slings.
- Slings exercises.
- Slings exercise sequences and lessons as shown on our video clips, and DVDs.

CREDITS

Depending on what and how you share Slings material, please use one or a version of the following references:

- Based on Slings Myofascial Training® by art of motion®, www.art-of-motion.com.
- Inspired by Slings Myofascial Training® by art of motion®, www.art-of-motion.com.

INTELLECTUAL PROPERTY RIGHTS - IMAGE AND TEXT MATERIAL

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IMAGES

If you want to publish or use an image taken by, including work by or relating to art of motion, please ask us. We might approve the use of images when the source (art of motion) can be seen or is referenced.

TEXTS

Copying longer texts, for example passages or chapters from course books is not allowed or should be authorized by art of motion. For specific requests, please contact us at welcome@art-of-motion.com

GOOD KARMA

Thank you for your respect; good karma always pays off!

CONTACT US

Some aspects still unclear?

We are happy help! Send us an email to:

welcome@art-of-motion.com