IIN Intellectual Property Use Guidelines

As intellectual property owners, we must be certain to take measures to protect our intellectual property ("IP"). Compliance with our guidelines will also benefit you, as an IIN student or graduate, because they are designed to protect and strengthen our valuable IP and, as a result, the reputation of your school!

Quick IP Overview

First, let’s briefly go over the definitions of the different types of IP that IIN needs to protect: trademarks and copyrights.

• What is a trademark?

A trademark is a word, name, symbol or device (or a combination thereof) that identifies the goods or services of a person or company and distinguishes them from the goods and services of others. A trademark assures consumers of consistent quality with respect to those goods or services and aids in their promotion.

• Why is it important to use our marks correctly?

Rights to a trademark can last indefinitely if the owner continues to use the mark to identify its goods and services. If trademarks are not used properly, they may be lost and an organization’s most important asset may lose all of its value. Rights may be lost not only because of a trademark owner’s improper use of the mark, but through improper use of the trademark by the public, including its consumers, which also includes our students and graduates.

• What is a copyright?

Copyright is a “bundle of rights” granted to the creator of “original works of authorship” for a period of time. Copyright protects a wide variety of expression including text, audio, and visual works. The creator of a copyrighted work has the right to decide how the work is copied, distributed, displayed, performed and adapted into new works (the “bundle of rights”).

• Why is it important for us to protect our copyrights?

IIN’s copyrighted materials include the Integrative Nutrition book, the audio, visual and textual contents of Health Coach Training Program and Immersion Program modules, the text, pictures and videos of our websites, and numerous other creations, which IIN has worked hard to produce. These materials are some of the most important assets of our organization. IIN must ensure that these works are not used without our consent, and when we do grant permission for others to use them, we need to make sure that they are properly credited to us. Without proper attribution to us, we may lose the value that these works bring us, and, as an IIN student or alumni, you too.

Examples of IIN Intellectual Property

IIN Trademarks include:
• Integrative Nutrition®
• Institute for Integrative Nutrition®
• IIN®
• Are you IIN™
• Could One Conversation Change Your Life™
Future of Nutrition™ (collectively referred to as IIN’s “Marks”).

Please note that this list may be modified, from time to time, without notice. So check back with these guidelines whenever you think you might be using one of the IIN Marks.

IIN Copyrights include:

• The Integrative Nutrition® Pyramid

• The Integrative Nutrition® Plate

• Images and/or text from the book *Integrative Nutrition*
• Images and/or text from our curriculum materials
• Images and/or text from our websites, including “locked” pages of text from the IIN Health Coach Websites
• Audio and/or video from IIN, especially from the modules of our curriculum

Quick Tips On How To Use and Not Use IIN IP

As a student or graduate of Integrative Nutrition®, we naturally want you to tell others about your experience and training and we are thrilled to be part of the promotion of your practice. However, when talking about IIN, or using our material, it is important to do so carefully.

**Proper Reference to IIN Trademarks:**

To the extent you refer to Institute for Integrative Nutrition®, Integrative Nutrition® or IIN® to refer to your school and training (our “Name Trademarks”), please be sure to include the appropriate ™ or ® symbol on the first use of each trademark in the text of the website, email, or other material.

✔ Refer to the IIN Intellectual Property List above, or on the Terms of Use for your Health Coach Website, for the correct trademark symbol and the spelling of the trademark.
If you make multiple references to any of the Name Trademarks, and choose not to include the”™” or ® symbol for each and every reference, be sure to include an attribution of our ownership of these trademarks within the credit notice section of your website or other promotional material. This is a correct format: “_______ and _______ are trademarks of Integrative Nutrition Inc.”

If you refer to a slogan trademark (i.e., Are you IIN?™, Could One Conversation Change Your Life?™), you must always include:

- the ™ symbol, and
- an attribution of our ownership of those slogan trademarks within the credit notice section of your website or other promotional material as shown in the example above.

**Proper Use of IIN Copyrighted Works:**

Any copyrighted content generated by Integrative Nutrition, whether text, images, audio-visual or otherwise, should not be used without first obtaining permission from us to do so, or unless specifically authorized by Integrative Nutrition, as set forth in the Student Handbook or other agreement, or in the curriculum modules and OEF materials.

You must attribute copyright ownership to Integrative Nutrition for all authorized uses. This should be depicted by the copyright notice (“©”) and the year associated with the date of publication.

- For example: “© 2012 Integrative Nutrition Inc. (Used with permission).”

If your display of our materials also contains content that you have developed or which is unique to you, the appropriate reference is:

- “Content on this webpage contains the copyrighted material of Integrative Nutrition Inc., © 2012 (Used with permission).”

Should you publish an image of our Integrative Nutrition Pyramid or Integrative Nutrition Plate, which are copyrighted works of ours, be sure to note this copyright information next to or beneath the image: ©2007-2012 Integrative Nutrition Inc. and ©2012 Integrative Nutrition, Inc., respectively.

**Improper Use of IIN Trademarks:**

**PLEASE READ THIS SECTION CAREFULLY:**

You may not use our Trademarks, in a way that suggests that your health coaching services or any other services and goods you provide are being provided by IIN and not you. Your health coaching services should bear a name that is unique to you and which does not incorporate any of our trademarks listed below. Yes, you did attend, or are now attending, our school but when you develop your practice, it is important that you use business names, and descriptions of your health coaching services, that do not “infringe” or incorporate our IIN Trademarks. We want you to be successful and create a brand and a company name that is specific to who you are and your style!

Never refer to Name Trademarks in the following ways:

- **Domain Names** – Never use IIN Marks in a domain or website name, with or without additional words or letters (e.g., use as part of the domain or sub-domain for your website, such as janesmithintegrativenutrition.com, alaskaintegrativenutrition.com, instituteforintegrativenutrition.website.com or www.instituteforintegrativenutrition-joinus.com, www.iintuition.com, is strictly prohibited);

- **Business Names** – Never use IIN Marks in your own business name, or as a trademark for your own health coaching business or any other business or service (i.e., “John Smith Integrative Nutrition Services” or “Integrative Nutrition Solutions”).

- **Descriptively** – Never use the Name Trademarks, including “Integrative Nutrition”, as a noun or as a description for a type or field of nutrition (e.g., “IIN are experts in integrative nutrition” or “I am now trained in Integrative Nutrition.”)
✓ **Lower Case** – Never use the trademarks in all lower case letters. (e.g., “Learn about how integrative nutrition can improve your health and your life!”). This use suggests a common, descriptive, or generic meaning.

**Improper Use of IIN IP generally:**

You may not:

✓ use any of our Intellectual Property, or any variations or misspellings thereof or other term or terms confusingly similar to any of the foregoing, without our express prior written permission or as permitted above;

✓ use our Intellectual Property in the text of any online advertising, including search engine advertising (e.g., Google Adwords®, Google AdSense® or similar programs at other search engines), or for bidding on keywords for any online advertising, including search engine advertising, or for any search engine optimization purposes (paid or otherwise), including in any source code, metatags, keywords, or otherwise;

✓ cause or act in a way, through use of our Intellectual Property or Links on the Internet or in any search engine advertising or otherwise, that creates “initial interest confusion” which confuses potential consumers as to the source of your goods or services (i.e., using our Intellectual Property to promote your own products by suggesting they originate from IIN); or

✓ use the Links or our Intellectual Property in any manner that is disparaging or that otherwise portrays IIN, any hosted member of IIN or any IIN employee or representative in a negative light.

**Questions**

We hope these guidelines have made clear the importance of protecting our Intellectual Property as well as how you may and may not use our IP in your own practice. If you have any additional questions, contact us at intellectualproperty@integrativenutrition.com.