

# Trademark Use Guidelines

## What is a trademark and what is its purpose?

A trademark is a word, symbol, or phrase that is used to identify a particular product or service and distinguish it from others. For example, the trademark Somatic Experiencing® and SE™ identify the therapy modality of Somatic Experiencing from other modalities such as EMDR.

The purpose of trademarks is to make it easier for consumers to quickly identify the source of a given good or service. On the other hand, trademarks also give the mark's owner an incentive to invest in the quality of the good or service they provide, since if a consumer finds the quality lacking, it will be easy for the consumer to avoid such a product/service in the future.

## Why is it important to use a trademark correctly?

In order for a mark to serve as a trademark it must be distinctive, meaning that it identifies the source of a particular good or service. If the mark describes the general category to which the underlying product belongs to, the mark becomes generic and risks losing protection under trademark law since the term is simply too useful for identifying a particular product. Aspirin is a great example of a trademark that has become generic and lost all protection under trademark law in the US because consumers started using the trademark to describe all medications used to treat pain, fever, or inflammation rather than to identify acetylsalicylic acid owned by the Bayer company. Considering owners of trademarks invest a lot of work and funds into registering a mark and for its upkeep, using trademarks appropriately so that they don't lose their legal protection is of vital importance.

## CORRECT USE OF OUR TRADEMARKS

- **FORMAT**
  - **Somatic Experiencing should always be followed by the ® symbol**
    - Example: Somatic Experiencing®
  - **SE should always be followed by the ™ symbol**
    - Example: SE™
  - **Applying the symbols with keystrokes is always easier. The shortcut keys are as follows:**
    - **Ctrl+Alt+C=©** (The Copyright Symbol)  
*Alternatively (or if you're using an Apple™ computer), type an open parenthesis – type a c and close the parenthesis. MS Word automatically creates the symbol.*
    - **Ctrl+Alt+T=™** (The Trademark Symbol)  
*Alternatively, type an open parenthesis – type **tm** and close the parenthesis. MS Word automatically creates the symbol.*
    - **Ctrl+Alt+R=®** (The Registered Symbol)  
*Alternatively, type an open parenthesis – type **r** and close the parenthesis.*

- If you're using the mark repeatedly, it is good to include the mark each time, but it is most important to use it the first time the word appears in the text section or web page.
- **TRANSLATION OF TRADEMARKS INTO OTHER LANGUAGES**
  - **Please NEVER translate Somatic Experiencing® or SE™ into another language.**
    - \* *The only exception to this rule is if you're using our trademark that's been registered in Japanese: ソマティック・エクスペリエンシング*
      - If you're speaking about SE in Spanish, please do not use Experiencia Somática® or ES™ as trademarks!
      - Instead of translating the mark, use Somatic Experiencing® or SE™ and following it, in parenthesis, define in the language you're using what the service mark stands for. Afterwards, continue to use the mark in English in the remainder of your work.
      - For example, if you're writing for a Portuguese-speaking audience, your use of the mark should read as follows:
        - ✓ Somatic Experiencing® (“Experiência Somática”), é um método de terapia usado para resolver e aliviar sintomas de estresse crônico. Somatic Experiencing foi desenvolvida pelo Dr. Peter Levine.

- **CONTEXT**

- **Please use Somatic Experiencing® and SE™ as adjectives, not as nouns.**
  - Examples of correct use of FHE's trademarks:
    - ✓ Somatic Experiencing® trauma resolution is a great tool for therapists.
    - ✓ The SE™ training can help mental health professionals expand their practice.
  - Example of incorrect use of FHE's trademarks:
    - X Somatic Experiencing® is a great tool for therapists.

*When in doubt, please follow the trademark with a short description of what it is, such as “SE™ trauma resolution” in the example above- this will keep you from using the mark as a noun.*

- **The first time you use the service marks, please make sure they are followed by the appropriate generic nouns.**
  - Example of correctly using FHEs trademark:
    - ✓ Somatic Experiencing® psychobiological trauma resolution is a potent method for resolving symptoms and relieving chronic stress.
  - Example of incorrectly using FHE's trademark:
    - X Somatic Experiencing® is a potent psychobiological method for resolving trauma symptoms and relieving chronic stress.