

# Healing Touch for Animals® Advertising / Marketing Policy

## Use of Company Materials

To prevent unintentional errors or illegal claims, Healing Touch for Animals® Practitioners and Certified Practitioners (if applicable) are urged to use the Healing Touch for Animals® marketing materials for advertising and describing the Healing Touch for Animals® program.

All Healing Touch for Animals® materials whether printed, audio, visual, or any other electronic format are copyrighted and may only be reproduced in whole or in part when authorized by Healing Touch for Animals®.

There is no recording permitted during any Healing Touch for Animals® course.

Production or distribution of a course participant's notes from any Healing Touch for Animals® course is prohibited.

## Trademarks and Copyrights

The name of Healing Touch for Animals®, or any other names that may be adopted by Healing Touch for Animals®, such as trade names, trademarks, logos, slogans, and the web address or URL (or any names that are confusingly similar) are proprietary to Healing Touch for Animals®. All advertising material not produced by Healing Touch for Animals® must use the words “Practitioner” or “Certified Practitioner” (if applicable) to clearly identify you are representing the Company in the capacity of an Healing Touch for Animals® Practitioner (HTAP) or Healing Touch for Animals® Certified Practitioner (HTACP) [if applicable].

## Media

You may not attempt to respond to media inquiries regarding Healing Touch for Animals®, its program or products. All inquiries by any type of media must be immediately referred to Healing Touch for Animals®. This standard ensures all information reaching the general public is accurate and consistent.

## Practitioner-Developed Advertising Materials

Healing Touch for Animals® encourages its Practitioners and Certified Practitioners (if applicable) to promote the HTA program and their practice using the Healing Touch for Animals® produced materials. This material is copyrighted and should not be reproduced without written permission. Advertising through any medium, such as television, radio, mail, newsletters, faxes, or internet must be done in accordance with all applicable laws. Practitioners and Certified Practitioners (if applicable) are responsible for knowing and complying with all such local, state, or national laws.

Should a Practitioner or Certified Practitioner (if applicable) decide to produce and/or use materials other than those produced by Healing Touch for Animals®, the materials must clearly identify that the material was generated by the Practitioner or Certified Practitioner (if applicable) and not Healing Touch for Animals®.

Any use of advertising material not produced by Healing Touch for Animals® must be compliant with all applicable laws and must be produced in a professional and tasteful manner. Material must not be used if it reflects poorly upon Healing Touch for Animals®.

## Domain Names and E-mail Addresses

Practitioners and Certified Practitioners (if applicable) may not use or attempt to register any of Healing Touch for Animals® trade names, trademarks, service names, service marks, product names, the Company's name, or any derivative thereof for any Internet domain name in whole or in part, either in the U.S. or abroad. Nor may Practitioners or Certified Practitioners (if applicable) incorporate or attempt to incorporate any Healing Touch for Animals® trade names, trademarks, service names, service marks, product names, the Company's name, or any derivative thereof into any electronic mail address.