



Therapeutic Touch Networks of Canada Réseaux Toucher Thérapeutique du Canada

PROCEDURE FOR DEALING WITH INFRINGEMENTS OF THERAPEUTIC TOUCH® TRADEMARK

ALL MEMBER NETWORKS

It is suggested that in the first instance of any infringement being identified regarding the use of the term *Therapeutic Touch* that is being used by anyone not authorized to do so, the initial contact is from the Member Network in question. The following procedure is suggested for you to use:

1. Obtain a copy of the advertising that contains the suspected infringement, along with contact information for the person or organization suspected of the trademark infringement.
2. Verify that there is an infringement by notifying a member of the board of the member network.
3. Phone the person or business to inform them of the trademark infringement and that the Therapeutic Touch Networks of Canada hold the legal rights of the term *Therapeutic Touch*.
 - a. Introduce yourself as a member of the Member Network.
 - b. Inform the person or organization that the TTNC holds the registered trademark “Therapeutic Touch®” in Canada.
 - c. Explain the terms of usage for the trademark.
 - d. Explain that they have two choices: join the Member Network in question, as a General Member or no longer advertise Therapeutic Touch in their practice.
4. Follow up with an email and or letter with repeating an outline of your conversation as in 3. above noting items a.through d.
 - a. If they opt to remove Therapeutic Touch from their advertising, check on their advertising about a month later to make sure that they have followed through on their choice.
 - b. If they join the Member Network in question, have the network office manager or membership chairman make a note that they are to be followed up each year at renewal time regarding their use of the trademark.
5. If there is a problem, then a stronger letter can be sent, informing them that the Therapeutic Touch Networks of Canada will be contacting their lawyers.
6. If the infringement in question cannot be settled to the satisfaction of the Member Network, then contact the TTNC for assistance and support.