

Policy for the written use of the words “Therapeutic Touch®”.

The Therapeutic Touch Networks of Canada (TTNC) owns the Canadian trademark registration no. TMA580,182 for THERAPEUTIC TOUCH when used with healing practices performed by practitioners trained to be sensitive to the receiver's energy fields. As the owner of Canadian trademark registration no. TMA580,182, the TTNC has the exclusive right under section 19 of the Trade-marks Act to use, and license others to use, THERAPEUTIC TOUCH in Canada with these services.

The words “Therapeutic Touch” are used to define an energy-based therapy developed in the early 1970’s in the United States of America and is taught and practiced in many countries. The purpose of the trademark is to give legal protection to the words “Therapeutic Touch” and guarantee the public that, when they are being offered a service described as “Therapeutic Touch”, it is to a standard of practice and training that is certified by the owner of the trademark.

The Therapeutic Touch Networks of Canada (TTNC), as owner of the trademarked words Therapeutic Touch, authorizes members of Canadian Therapeutic Touch networks to use the words Therapeutic Touch in their practice when they are a member in good standing in the province/territory in which they reside.

A member in good standing is as follows:

- have paid their current annual membership dues.
- have signed the Code of Ethics (or equivalent) required by the Member Network of the province in which they live.
- have taken a minimum Introductory/Level 1 workshop in Therapeutic Touch.

Member networks of the TTNC are to ensure that the words Therapeutic Touch are clearly identified with the trademark symbol ® on their websites or social media such as Facebook, LinkedIn, posters, flyers, brochures, business names, business cards and other printed materials. In addition, the footer of all of the above cited documents are to include “Therapeutic Touch® is a registered trademark in Canada”.

Written Materials

The registered trademark “®” following a trademarked term gives notice to the world that the trademark owner has better and higher rights to the term than anyone else. Having the term capitalized also conveys that it has a special significance.

The words Therapeutic Touch will be written at the first point of use in the text with a parenthetical reference to the acronym after the full title, for example, Therapeutic Touch® (TT). Thereafter it is recommended that the full words, Therapeutic Touch, be used at the first point of use in each paragraph. For all subsequent references in that paragraph the acronym TT may be used.

This creates options for the author, depending on the purpose of the writings, which include:

1. Choosing a balanced or equal usage of both the full term and the acronym to prevent the overuse of either option as is suggested in the above statement.

This leads the reader to associate the two terms as one meaning or

2. Using Therapeutic Touch throughout the writings if appropriate for the use of the document.

The minimum standard set by the TTNC is that the full title Therapeutic Touch® (TT) is to be used the first time in any document and then the author has the option of using either the full name or the acronym thereafter.

The TTNC suggests that, to maintain the awareness of the words Therapeutic Touch with all Therapeutic Touch practitioners and the general public, they be used in balance with the acronym (TT). This leads the reader to associate the two terms as one meaning.