



Therapeutic Touch Networks of Canada

Réseaux Toucher Thérapeutique du Canada

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## PROCEDURE 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 as a practice performed by practitioners educated and trained to respond to the receiver's energy field. 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 modality as developed by Dr. Dolores Krieger and Dora van Gelder Kunz.

The purpose of the trademark is to give legal protection to the words “Therapeutic Touch” and guarantee the public that, when being offered a service described as Therapeutic Touch it is to a standard of education/training and practice that is recognized 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 Member Networks to use the words “Therapeutic Touch” in their practice when a member in good standing of a Member Network.

A member in good standing is as follows:

- has paid their current annual membership dues.
- has signed the Code of Ethics (or equivalent) required by their Member Network.
- has taken a minimum of Therapeutic Touch Level 1/Foundations of Therapeutic Touch course.

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.

### 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 minimum standard set by the TTNC is that the full title “Therapeutic Touch® (TT)” must be used the first time in any document, with either the words or acronym for any subsequent usage of the title in the document.

The author has the option of using either the full name or the acronym thereafter. It is recommended that the full words, “Therapeutic Touch”, be used at the first point of use in each following paragraph, with the acronym TT for all subsequent references in that paragraph. 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, or
2. Using “Therapeutic Touch” throughout the writings, if appropriate for the use of the document.

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.

Approved June 27, 2023