



Brand Do's and Dont's

Information for Everyone

1. Spinning Babies® and Belly Mapping® are registered trademarks and should be appropriately identified. The following sentence must be added to any document or webpage in which Spinning Babies® trademarks appear: *"Trademarks and registered trademarks are the property of Maternity House Publishing, Inc. dba, Spinning Babies® . All rights reserved.*
 - 1.1 Spinning Babies® is protected by United States Trademark Nos. 4,200,336 and 5,527,742, and international trademark nos. 1,441,573 and 1,443,977
 - 1.2 Belly Mapping® is protected by United States Trademark No. 5,506,007 and international trademark no. 1,464,902.
 - 1.3 All marks are owned by Maternity House Publishing, Inc. Spinning Babies® and Belly Mapping® may not be used without permission from Maternity House Publishing.
 - 1.4 Additional services and trademarks are Spinning Babies® Three Principles: Balance, Gravity, and MovementSM. Three BalancesSM, Pelvic Levels SolutionsSM Belly Mapping MethodTM.
 - 1.5 Use the appropriate "®", "™", or "SM" in every trademarked term in a document or webpage.
 - 1.6 Belly Mapping® is protected by United States Trademark No. 5,506,007 and international trademark no. 1,464,902.
 - 1.7 All marks are owned by Maternity House Publishing, Inc. Spinning Babies®, Belly Mapping®, and Belly Mapping MethodTM may not be used without a license agreement from Maternity House Publishing.



Sharing Spinning Babies® Images

1. All images (including both photographs and illustrations) are property of Spinning Babies® and should not be shared without appropriate attribution.
 - 1.1 The image should have a caption which should read: Image shared with permission from Spinning Babies® with link to <https://www.spinningbabies.com> which may be embedded in the text or stand alone as a website.
 - 1.2 If the image owned by Spinning Babies® credits a photographer or source, include that information in an attribution.
 - 1.3 Do not crop, filter or edit the image without permission.

After attending a Spinning Babies® Workshop

- A one- or two-day training is an introduction to our approach and is not enough knowledge or skills to imply a participant is certified, skilled, or trained in Spinning Babies®
- You can say you have attended a Spinning Babies® Workshop rather than say you were trained in or by Spinning Babies®. You can say you are a Spinning Babies® enthusiast, friend, or admirer.
- Trademark and intellectual property laws do not allow you to call yourself or present yourself as a Spinning Babies® trainer, instructor, doula, or teacher, or any title which implies a more formal and longer training program or recognition for license with Maternity House Publishing, Inc.
- Many birth workers state the workshops they've taken, and ours can be proudly listed in your curriculum vitae. Please use the official styling to refer to our workshops:
 - » Spinning Babies® Workshop
 - » 2-day Spinning Babies® Workshop
 - » Spinning Babies® Integration Workshop
 - » Breech Basics with Spinning Babies®
 - » Resolving Shoulder Dystocia with Spinning Babies®



Sample Verbiage

- Sample listing for your CV or Credentials Page: *Attended Spinning Babies® Workshop, June 2021 or simply, Spinning Babies® Workshop, June 2021*
- Sample sentence for your bio page: *I am familiar with the Spinning Babies® Approach and attended the Spinning Babies® workshop for birth professionals in June of 2021*
- Examples of **incorrect language** about your relationship with Spinning Babies® after taking a workshop
 - » *I am trained in Spinning Babies®, I am a Spinning Babies® trained professional*
 - » *I am certified in Spinning Babies®*
 - » *I am skilled in the Spinning Babies® approach*

After attending a Spinning Babies® Aware Practitioner Workshop

- If you are an experienced bodyworker, midwife, or Labor and Delivery nurse who has completed the 4-day workshop, and applied for and maintain your listing then we grant you a license to use the title Spinning Babies® Aware Practitioner.
- Use the corresponding badge (link will be added soon) in your website and advertisements. After the first use of the full title, you may use Aware Practitioner later in the text/conversation.

After attending a Spinning Babies® Certified Parent Educator Workshop

- You may call yourself a Spinning Babies® Certified Parent Educator and use the corresponding badge in your website and advertisements.
- Use the corresponding badge in your website and advertisements. After the first use of the full title, you may use SpBCPE later in the text/conversation.
- **Website or Blog:** Please write out the full words "Spinning Babies" and add the registered trademark logo to Spinning Babies® for each use on any post, public



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document, or promotion. If possible, superscript the registered trademark logo, but we understand that some web editors do not allow you to do this. If you are sharing our website, please use this format (capitalize the first S and B): SpinningBabies.com

- **Parent Educator Class:** As a Spinning Babies® Parent Educator or Certified Parent Educator, your three-hour class is called "Spinning Babies® Parent Class". In a longer course or series in which you include the Spinning Babies® Parent Class module, use your business name and/or the name of your course as the title. In the description of the course say "including the Spinning Babies® Parent Class module". Remember your badge on your advertisements.
- **Promotions or Advertisements:** Spinning Babies® Approved Trainers, Spinning Babies® Aware Practitioners, and Spinning Babies® Certified Parent Educators are allowed to advertise our arrangements in their services, such as Spinning Babies® Three Principles: Balance, Gravity, and MovementSM, The Three BalancesSM, or The Pelvic Levels SolutionsSM. SpBCPEs and Aware Practitioners can offer the services for which their agreement allows. SpBCPEs would not offer bodywork sessions under the Spinning Babies® name and Aware Practitioners would not offer education under the Spinning Babies® name.