

## Welcome Letter



In 1969, Yogi Bhanan founded the Healthy, Happy, Holy Organization. Since then we have grown from a collection of separate beings into the 3HO<sup>®</sup> Family. Our community is global. Our mission is to serve the planet and her people in the Age of Aquarius.

The 3HO Community is known as an organization that serves, teaches, and works to uplift. We serve by sharing the teachings as given to use by our Yogi Bhanan. This is our brand. This is the identity that Yogi Bhanan created for us all of those years ago. Our identity has value. As a member of 3HO, your use of the 3HO Trademarks allows you to reach out to people with the integrity and goodwill of the 3HO Community as your calling card.

This welcome letter is your introduction to our program to strengthen and protect the brand identity of the 3HO Community. Unto Infinity, the holder of all of our trademarks, has registered the word “3HO” and logo in countries around the world. This means that if an organization that is not affiliated with our community begins promoting itself as affiliated with 3HO, Unto Infinity is able to take legal action in the country where the infringement occurred. In this way, we can protect the integrity of our identity by making sure that it is not misused or misrepresented.

To protect our brand, we must also make sure that we use it correctly, in ways that strengthen the identity of 3HO and add value to the entire community. In support of

this, we ask you to participate in our 3HO Membership program. This process will be as inclusive as possible, so that the entire community can participate. We have designed it to be simple and straightforward. Toward that end, we will not require any membership fees, and we have made the application as simple as possible. Please join this effort. In this way we will grow in our identity as the 3HO Community. As people of service, we serve humanity, by sharing the teachings of Yogi Bajan.

Enclosed you will find the documentation for our program. Please recognize that this is a work in process, and will be revised from time to time. If you feel you have input that would be valuable to our effort please reach out.

In Service,

Contact: Gurucharan Kaur  
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[www.3ho.org/trademark](http://www.3ho.org/trademark)

### **3HO® Membership Criteria**

1. If the applicant is an organization, the primary purpose is to share the teachings of Yogi Bhajan.
2. An individual associated with the organization is a KRI Certified Teacher in good standing. Any Kundalini Yoga Classes offered are taught by KRI Certified Teachers.
3. If the applicant is an Individual, you are a KRI Certified Teacher in good standing
4. The organization or individual activities are in compliance with any applicable laws and regulations.

## **Code of Ethics & Practices**

We believe that the sacred science of Kundalini Yoga as taught by Yogi Bhajan will serve humanity in the Aquarian Age.

We commit to develop and support teachers of integrity, experience, and knowledge in Kundalini Yoga, Meditation, and the 3HO Lifestyle: creative and courageous teachers skilled at reaching out and connecting to the heart of each person. Yogi Bhajan's mission was to create Teachers. Our mission as Teachers is to share the teachings so that others may teach.

We commit to serve the 3HO Community, and the 3HO Community exists to serve humanity.

- 3HO Organizations are committed to the realization of higher consciousness.
- Members are committed to their personal spiritual development, and have a daily spiritual practice.
- 3HO Organizations represent Yogi Bhajan, 3HO, IKYTA, and KRI truthfully and accurately in public relations and refrain from changing the teachings.
- Teachers uphold and practice the KRI Code of Ethics.
- Strive to be an example, practice humility, and serve mankind.
- Be respectful of all paths and traditions.
- Remember once and for all, happiness is your birthright and it is always right to be happy. So be happy, be healthy, and be holy.

Signature Page

I have read and understood the 3HO Trademark Regulations, I agree to abide by the 3HO Code of Ethics & Practices, and I will use the 3HO Logo and Word Mark in accordance with 3HO Guidelines.

\_\_\_\_\_,  
Signature of Applicant

\_\_\_\_\_  
Date

I understand that the contact information provided will appear in a Registry of Members. Unto Infinity, LLC, will not disclose information to other third parties without express consent of the member.