

3HO Foundation Member FAQ

Does this apply to me?

This applies to any person or organization using the 3HO word mark or logo. If you are currently using the word or the logo of 3HO in any capacity, you must apply for membership in 3HO in order to continue to use the word mark and logo.

What does using the name mean?

Use means if the mark or logo appears in the name of an organization or the name an individual has for his or her Kundalini Yoga related activities (yoga studio, classes, workshops, etc). This includes if the logo or word mark is in any printed material such as news letters, posters, websites, etc.

Examples of use include:

- “The 3HO Yoga Center”
- “A 3HO Event”
- “3HO Website”
- 3HO appearing on your business card, flyers, or other promotional material
- Using 3HO to identify your publication or newsletter
- Using 3HO to identify a product, the 3HO Candy Bar, or the 3HO Massage Oil

What is considered an organization?

To be recognized as an organization the entity must be legally recognized as such.

If I am being “grandfathered” in because I've been using the mark for years do I still need to fill out the application?

Yes, even if you've been using the Mark for 30 years we need the basic info asked for on the application in order to care for the mark. It only takes a few minutes and preserving the integrity of the mark ultimately serves us all.

Is there any money involved?

No, this program is free.

What do I have to do?

Fill out the one page application on-line at www.3ho.org/trademark, sign the signature page, and email them both back to Gurucharankaur@3HO.org, or mail to PO Box 1669 Santa Cruz NM 87567 attention Gurucharan Kaur.

What happens if I am using the 3HO word mark or logo and I am not a member?

Initially, we will allow a reasonable grace period for all current users to become members. After that, you will probably receive a friendly contact asking you to join this effort. We will work with you to make the process as painless as possible. Ultimately, only members are allowed to use the logo and word mark.

What happens after I submit my application?

Your application will be reviewed by an international committee of Members. Upon approval you will receive an acceptance letter recognizing you as a member of the 3HO Foundation. As a member, you may use the logo and word mark freely, provided you are in compliance with the Guidelines for Use of the Logo and Word Mark.