



Policy on the Use of the C-IAYT Certification Service Mark

Introduction

The IAYT yoga therapist certification—the “C-IAYT”—is an important professional credential for yoga therapy practitioners, and a significant indication of professional attainment. IAYT has developed the C-IAYT credential and its associated service mark so that the public, healthcare practitioners, healthcare organizations, governmental agencies, and other individuals and entities can readily identify yoga therapists who have attained C-IAYT status. In order to maintain the integrity of the C-IAYT credential and service mark, IAYT has adopted the following requirements for their use in promotional and other published materials.

Active Certification Status

A yoga therapist who has been certified by IAYT and is an IAYT member in good standing is considered to have active certification status. He/she is allowed to:

- Refer to himself/herself as an “IAYT-certified” yoga therapist.
- Use the “C-IAYT” credential after his/her name and generally in any published materials.
- Display the following IAYT-Certified Yoga Therapist service mark (a copy of which IAYT supplies upon granting certification):



Note that IAYT has established the following requirements for the display of the IAYT-Certified Yoga Therapist service mark:

- The typeface used may not be altered.
- If printed in color, the colors used may not be altered.
- Nothing can be added to the service mark design such as a patterned background.

Inactive, Expired, Suspended, Withdrawn and Terminated Certification Status

If an IAYT certified yoga therapist decides to shift from active to inactive certification status or allows his/her certification to expire—or if his/her certification is suspended, withdrawn or terminated by IAYT—he/she must:

- Cease referring to himself/herself in published materials, or otherwise representing himself/herself as an “IAYT-certified yoga therapist”; and
- Cease using the C-IAYT credential and IAYT-Certified Yoga Therapist service mark in any published materials.

Failure to Observe this Policy

If IAYT learns that an IAYT certified yoga therapist is not properly publishing/displaying the C-IAYT credential and IAYT-Certified Yoga Therapist service mark in accordance with this policy, IAYT will notify the practitioner and require that the publication/display be changed within five business days. Should an IAYT certified practitioner not make the required changes within the specified timeframe, IAYT may suspend or terminate certification status.

If IAYT learns that an IAYT certified yoga therapist whose certification is inactive, expired, suspended, withdrawn or terminated is continuing to represent himself/herself as being IAYT-certified and/or continuing to use the C-IAYT credential and service mark, IAYT will inform the practitioner that he/she must cease using the C-IAYT credential and referring to himself/herself as an IAYT-certified yoga therapist. If the practitioner still continues to use the C-IAYT credential and refer to himself/herself as an IAYT-certified yoga therapist, IAYT may initiate legal action against the practitioner.