



Move it or Lose it®

TRADEMARK USAGE GUIDE

The Move it or Lose it® Trademarks are important business assets of Move it or Lose it Limited and should be treated with a high level of care. People around the world, including our company, rely on our trademarks to identify our products and services and to distinguish them from those of our competitors. Move it or Lose it takes great pride in its products and training programmes, working tirelessly to improve its products and services.

If Move it or Lose it trademarks become "generic" in a particular area, they might cease to protect consumers and the company from knowing the source of its products and services – anyone may be able to use them without concern of a trademark infringement claim, creating confusion in the marketplace. This is because the word or symbol would no longer indicate to the public that the products or services bearing the

Move it or Lose it® Trademarks originate from one source, namely, Move it or Lose it Limited.

We respectfully request that you support our efforts to enforce the Move it or Lose it® Trademarks and take steps to use them properly and avoid confusion or potential misuse that may yield liability. If you have any questions concerning the proper use of the Move it or Lose it® trademarks, contact us directly.

MOVE IT OR LOSE IT®

Move it or Lose it® was coined by our company, it was selected to identify Move it or Lose it exercise classes related products. The Move it or Lose it® brand name and related word and logo trademarks should only be used to indicate the source of our particular programs and related products and should not be used to refer to any fitness program or goods or services other than Move it or Lose it and its authorized licensees' programs.

THE MOVE IT OR LOSE IT® TRADEMARKS

Trademark offices around the world provide our company with legal means for protecting consumers, licensees, distributors and our company from imitation and infringing or counterfeit products and programs. These rights include the exclusive right to use our trademarks in the countries where they are registered. Our registered trademarks enjoy a presumption of validity around the world. Proper use of our trademarks serves to distinguish Move it or Lose it® products and services from the products and services of other companies, prevents the likelihood that consumers are confused, and helps prevent damage to our marks, including, for example, tarnishment, dilution and genericization. In the United Kingdom, Move it or Lose it® and FABS®, are registered trademarks of Move it or Lose it Limited.

WHO MAY USE THE Move it or Lose it® TRADEMARK AND LOGO?

Only those licensed by Move it or Lose it Ltd (including current The Exercise Network members) have any rights to use the Move it or Lose it® Trademarks. Licensees are required by contract and law to follow the guidelines in their written license agreements.

T.E.N (The Exercise Network) Members can review the T.E.N Membership & License Agreement by logging into their T.E.N account. We ask that our licensees and enthusiasts of the Move it or Lose it® programme everywhere contact us immediately if they become aware of any unauthorized or improper use of the Move it or Lose it® Trademarks.

PLEASE OBSERVE THE FOLLOWING TRADEMARK USAGE RULES

1. USE THE SERVICE OR PRODUCT'S GENERIC NAME:

It is important to use the Move it or Lose it® Trademarks to describe the generic name of the products and services. At a minimum, use the generic term after the trademark in each written communication, the first time the marks appear, and in headers or highly visible locations. And always use the trademark indicator ® after the trademark.

Examples: Move it or Lose it® fitness programme, FABS® routines, FABS® fitness classes, Move it or Lose it® apparel

2. USE A TRADEMARK NOTICE:

We require the use of the ® trademark notice one or more times in all printed materials and advertising. Registered Marks in UK requiring ® symbol: Move it or Lose it® and FABS®

3. USE THE FOLLOWING TRADEMARK DESIGNATION:

Move it or Lose it®, [insert other Marks including Specialty programs, FABS®, etc.] and the Move it or Lose it logos are trademarks of Move it or Lose it, Ltd, used under license.

4. AVOID VARIATIONS:

Do not change the spelling, insert hyphens or combine two words into one. (Incorrect: "You'll love FABS-mania")

5. AVOID INCORRECT GRAMMATICAL USE:

Never use the Move it or Lose it® Trademarks as nouns or verbs. For example, never use "FABS" as a verb to describe an exercise program or class. It is proper to say "I love the FABS fitness programme" and improper to say "I love FABS".

6. AVOID USING THE MOVE IT OR LOSE IT® TRADEMARK AS A TRADE OR COMPANY NAME:

It is incorrect to use or refer to the Move it or Lose it® Trademarks as a trade name (e.g., company name or facility name). For example, don't name your company with Move it or Lose it® in the title. Name your company something else and say that it offers the Move it or Lose it® programme or classes.

7. MOVE IT OR LOSE IT® TRADEMARKS SHOULD NOT BE USED IN THE FOLLOWING WAYS:

1. With the letter "M" not capitalized—For example, move it or lose it.
2. Misspelled — For example, "Move it or Loose it" is not allowed.
3. As a verb — For example, "once you move it or lose it, you'll be hooked" is not allowed.
4. As a noun — For example, "move it or lose it is my favorite exercise" is not allowed.
5. As part of a trade name — For instance, "The Gloucester Move it or Lose it Center" is not allowed.
6. As a generic term — For example, as a name for a fitness program "My gym offers Move it or Lose it" is not allowed.
7. To advertise programs or products not affiliated with Move it or Lose it, Ltd.
8. USE OF THE MOVE IT OR LOSE IT® LOGOS
9. Move it or Lose it® Logos were designed to designate products and services developed by Move it or Lose it, Ltd and may be used by licensees in their exact

form and only to advertise and promote Move it or Lose it classes, training and products. Under no circumstances may the Move it or Lose it® Logos be used, without Move it or Lose it, Ltd's express written consent, to manufacture and sell products such as clothing or any other merchandise. T.E.N members have access to the correct and current format of the Move it or Lose it® Logos in the Marketing Materials. Move it or Lose it® Logos are not to be used in any form that vary from the samples provided and must not be used in combination with any other trade names, trademarks or logos.

This information is for educational purposes only and should not be construed as legal advice or legal opinion on any specific facts or circumstances. If you have specific legal questions, you are urged to consult your own lawyer concerning your situation.



Move it or Lose it!

Instructor Manual

Welcome to your instructor manual

Move it or Lose it Ltd is passionate about promoting wellbeing and empowering older people to enjoy, not simply endure, their later years. Our instructors are dedicated to delivering safe, effective and fun exercise sessions.

At Move it or Lose it Ltd, we take pride in treating each other with respect and honesty and in delivering a truly outstanding customer experience. In your time with us we expect you to behave in accordance with these values.

This manual brings together important and useful information that you need to know. You should read this thoroughly and ensure that you understand everything set out in the document.

This manual is not a contractual document and, from time to time, the content may change. You'll be told of these changes whenever is appropriate.

As you represent the brand - Move it or Lose it Limited - it is important that you behave in a professional manner at all times. Please read and sign to say you agree to the following:

It is important that all members of The Exercise Network maintain the highest standards of professional and ethical conduct at all times. This includes your appearance, behaviour, integrity, confidentiality and personal standards in your teaching and also any advertising or marketing you do.

Scope of practice

Client safety is paramount. You should only practice the activities for which training and competence has been recognised through your training. Ensure you are fully aware of how to minimise risk, maintaining a safe environment and know how to deal with emergencies should they arise. It is your responsibility as an instructor to ensure you have the appropriate insurance and level of cover.

Attire

Whenever you represent the Move it or Lose it Ltd brand you should wear a branded Move it or Lose it Ltd Instructor t-shirt with appropriate trousers and footwear.

Communication

Ensure that all communication with clients, health/medical professionals and colleagues is speedy, accurate and honest. All email communication relating to your role as a member of The Exercise Network must be conducted with your designated Move it or

Lose it Ltd issued email address (e.g. Jane.Doe@moveitorloseit.co.uk), which should be checked on a regular basis.

Continuing Professional Development

In order to maintain high standards and best practice you should actively seek to update your knowledge and skills by accessing validated and evidence-based research and through continuing professional development. As a member of The Exercise Network, you agree to complete one Move it or Lose it CPD a year, at a minimum.

Instructor information and class listings

It is your responsibility as an instructor to provide Move it or Lose it with all necessary information for your profile page within 28 days of joining The Exercise Network. This includes your name, contact number, list of all relevant qualifications, a photo of yourself wearing a Move it or Lose it instructor branded t-shirt and 200-300 word bio. It is also vital you contact Move it or Lose it when establishing or permanently cancelling a class.

Trademark usage

Move it or Lose it Ltd is a registered trademarked brand and as such the logo is protected and can only be used with the express permission of Move it or Lose it. This has been outlined in the licensing agreement. Additional marketing materials requested by instructors will be dealt with on a case-by-case basis and any permission granted will be given in writing. In order to maintain high standards in all marketing collateral, you must contact us before producing any promotional material or sending any press releases.

Data gathering

As a member of The Exercise Network, you have agreed to collect data on the behalf of Move it or Lose it with the express permission of your clients. This data must be gathered efficiently and dealt with confidentiality.

In the event that you do not behave in accordance with these values or bring the company into disrepute, you may be asked to cease representing Move it or Lose it Ltd and will not be able to deliver exercise sessions under this name.