

EMBA Guide to Authorized Use of Esalen Institute's Trademarks and Branding

Esalen Institute owns registered trademarks around the globe and has rights in unregistered marks, logos, emblems, designs, images, and slogans representative of Esalen Institute (collectively, the “**Marks**”). Esalen Institute's Marks are valuable assets of Esalen Institute and benefit the entire Esalen Institute community. Accordingly, it is important to clarify the authorized and appropriate use of Esalen Institute's Marks.

The Marks

Esalen Institute has registered the Esalen® Mark in the United States and many jurisdictions around the global for both massage and educational services.

Esalen Institute also has many unregistered Marks associated with the Esalen Institute and the Esalen brand, including “Esalen® Massage”, “Esalen® Massage™”, Esalen® Massage and Bodywork Association, Esalen's Center for Theory & Research, and other marks not listed here.

Grant of Limited License to Use the Esalen® Massage Mark

Esalen Institute grants a limited, revocable license to use the Esalen® Mark for massage and massage services to EMBA Members with current good standing status with EMBA either as an Esalen® Massage Practitioner or an Esalen® Massage Teacher. To be in good standing status, EMBA Members must abide by the then-applicable EMBA rules applicable to the EMBA Member's status as an Esalen® Massage Practitioner or an Esalen® Massage Teacher. A copy of the current EMBA rules can be found at https://drive.google.com/file/d/1YDHbzMxgb0vf-GmI9xNUUNab2iqdX_AG/view?usp=sharing.

Esalen Institute grants a limited, revocable license to use the Esalen® Mark for massage and massage services to persons who have successfully trained and received certification as an Esalen® Massage Practitioner or an Esalen® Massage Teacher.

Esalen Institute grants a limited, revocable license to use the Esalen® Mark for educational services related to massage and human body work to EMBA Members with current good standing status with EMBA as an Esalen® Massage Teacher and to persons who have successfully trained and received certification as an Esalen® Massage Teacher.

Esalen Institute grants a limited, revocable license to use its unregistered Marks to EMBA Members with current good standing status with EMBA and to persons who have successfully trained and received certification as an Esalen® Massage Practitioner or an Esalen® Massage Teacher.

The limited trademark licenses granted by Esalen Institute may be revoked if the licensee does not comply with the trademark usage guidelines set forth below or if there are other legal violations or ethical violations by the licensee that could tarnish the Esalen Marks.

Persons who admire Esalen® massage but have not yet completed their training and/or received certification, visitors to Esalen Institute, participants in Esalen® Massage services, Esalen Institute employees, or other persons who are not specifically identified in the above limited license, are not granted a license to utilize Esalen Institute's Marks and may not use Esalen Institute's Marks without obtaining express written permission from Esalen.

How to Use the Esalen Institute Marks Appropriately

All authorized uses of Esalen Institute's Marks must carry proper trademark designations, specifically ® on registered Marks (Esalen® for massage and educational services) and ™ on unregistered Marks, such as logos or slogans associated with Esalen Institute.

The "®" symbol will be superscript with no space between it and "Esalen" as shown below:

Esalen[®]

When the "®" symbol is required: When Esalen is used to describe massage or educational services where Esalen Institute has obtained trademark registration, the "®" symbol (signifying a registered trademark) must be used with the *first* use of Esalen as an adjective (*e.g.* Esalen® massage services). If the word, Esalen, is solely being used to refer to the Esalen Institute, a 501(c)(3) public benefit corporation, it does not require the ® symbol (*e.g.*, The event will take place at Esalen at 4:00 p.m.).

When the "™" symbol is required: When using a Mark which Esalen has not registered, the "™" symbol on the *first* use of the Mark is required.

Trademarks need to only be marked once per contiguous document.

The attribution statement (as detailed below) can appear on the first page, last page, back cover, or other location that compliments the design.

If Esalen is used as a noun, it should not be marked with an ®, however, the ® symbol should still be included in the attribution statement.

The ® and ™ symbols should be used as superscripts, but do not need to be the same font size or style as the copy as long as the symbol is legible.

If the Esalen wordmark is being used along with another trademark, then it is acceptable to stagger the use of the ® or ™ with a secondary occurrence later in the copy.

Trademark Attribution: When using an Esalen Institute Mark, ownership of the Mark must be attributed to Esalen Institute. Proper attribution is viewable in the same or similar location as the Mark is used, such as at the bottom of the document, web page, pamphlet or similar material consistent with the following:

Esalen® is a registered trademark of Esalen Institute.

For trainings that are EMBA-approved, a licensee may and should acknowledge that that they are EMBA-approved.

When products or services are not authorized by Esalen (even when offered by an Esalen® Massage Practitioner or an Esalen® Massage Teacher), the licensee should expressly recognize the lack of affiliation with Esalen by using this or similar language:

The product/services [on this website, at this event, etc.] are offered independently by [name person or organization offering the product/services] and are not in any way affiliated with Esalen Institute or Esalen® Massage School.

Dos and Do Nots for Drafting Text Utilizing Esalen Institute's Marks:

"Esalen" should always be capitalized.

Do not vary the spelling, capitalization, add hyphenation, or use the plural form of "Esalen". Deliberate misspelling of Esalen Marks is a violation of Esalen Institute's trademark rights.

"Esalen" should not be in all capital letters, unless every word in the sentence or headline is upper case.

When using Esalen in text do not include the Esalen name in non-standard fonts or highlight it in any way. The Esalen name should be the same font, weight, style, and point size as the text immediately surrounding it.

Do not display the Esalen logo or name in a manner that is illegible or difficult to read.

Never combine the Esalen name, logo, or related wordmarks with another company name, or with another company's brand or mark.

Do not shorten or make acronyms out of the word Esalen.

How to Think About Appropriate Trademark Usage

The critical guidepost in using Esalen Institute's Marks is that usage should never suggest or infer an affiliation or approval by Esalen Institute when there is none.

The Marks licensed to EMBA Members are Esalen® for massage and educational services and other unregistered Esalen Institute affiliated Marks for which ™ should be used.

In describing massage services or, for Esalen® Massage Teachers, massage educational services, the Esalen Institute Marks may be used as set forth in this guide. This authorized usage includes in advertising, on websites, in brochures or other printed materials (with appropriate attribution).

Esalen Institute Marks should never be used for activities, training programs, workshops, etc. that are unaffiliated with Esalen Institute, e.g., an independent consulting business or outside business or volunteer activities. Esalen Institute Marks should not be used to suggest Esalen Institute approval or authorization of a product, service, or viewpoint which has not been approved or authorized, e.g., exercise clothing, a podcast, a publication, or learning curriculum. Esalen Institute Marks should also not be used for any political purpose, e.g., supporting a candidate or a protest. And of course, Esalen Institute Marks should never be used in connection with anything that could be considered illegal, harassing, defamatory or pornographic. This includes any usage containing nudity. Nor are usages with alcohol or drug use permitted. No usage is permitted that in any manner disparages, tarnishes, presents in a false light or otherwise reflects negatively on Esalen Institute or its affiliates – any and all of these usages are unauthorized and could result in the termination of licensee's ability to use the Esalen Institute's Marks as authorized in this document.

Social Media Usage

Social Media usage of the Esalen Institute Marks is no different than usage in any other media; all usages of Esalen Institute Marks must utilize the appropriate trademark symbol and attribute trademark ownership to Esalen Institute. However, if the brevity of the social media format does not make trademark attribution possible (e.g., a brief post), the Esalen Institute Marks may still be used provided that the Mark usage utilizes the ® or ™ symbol and is otherwise consistent with these guidelines.

Social Media Handles

Esalen Institute Marks may not and should not be incorporated into social media handles since such usage may suggest an affiliation with Esalen Institute that is not present. Esalen Institute recognizes that some Esalen® Massage Practitioners and Esalen® Massage Teachers are using social media handles containing "Esalen" in good faith and are utilizing those social media

handles in connection with massage services. Provided that an Esalen® Massage Practitioner's or Esalen® Massage Teacher's usage of the already existing social media handles is consistent with the Trademark usage guidelines set forth herein, Esalen Institute grants a limited, revocable license to its Mark for such social media handle usage. As of May 20, 2026, no one should begin to use a new social media handle containing "Esalen" and Esalen Institute reserves the right to seek cancellation of any social media handles.

Domain Names

No one other than Esalen Institute should utilize "Esalen" in a domain name because it is Esalen Institute's registered Mark, and Esalen Institute reserves the right to cancel any domain names containing its registered Mark. Esalen Institute recognizes that some Esalen® Massage Practitioners and Esalen® Massage Teachers have obtained domain names containing "Esalen" in good faith and are utilizing those domain names in connection with massage services. Provided that an Esalen® Massage Practitioner's or Esalen® Massage Teacher's usage of the already existing domain name is consistent with the Trademark usage guidelines set forth herein, Esalen Institute grants a limited, revocable license to its Mark for such domain name usage. As of May 20, 2026, no one should register a new domain name containing "Esalen" and Esalen Institute reserves the right to seek cancellation of any such new domain names. Renewal of an existing domain name registration shall not be considered registration of a "new" domain name.

Merchandise

Esalen Institute does not authorize usage of its Marks for merchandise without a specific separate license agreement, and any such usage is prohibited and could result in termination of licensee's limited trademark license.

Business Names

Similarly, Esalen Institute does not authorize usage of its Marks in business names, and any such usage is prohibited and could result in termination of a licensee's limited trademark license.

Separate Trademark Licenses

In some circumstances, Esalen Institute may offer a trademark license for a specific usage such as merchandise, but no such rights are granted automatically through EMBA membership or earned status as a trained and certified Esalen® Massage Practitioner or Esalen® Massage Teacher. Any such rights would need to be separately obtained from an authorized representative of Esalen Institute.

Enforcement

Esalen Institute's Marks are valuable assets of Esalen Institute and benefit the entire Esalen Institute community. All members of the Esalen Institute community should be vigilant to preserve the integrity of the Esalen Institute Marks.

If a member of the community becomes aware of a potentially infringing usage, they should notify:

- EMBA Advisory Leadership Committee (EMBA@esalen.org). ALC serves as a first point of contact.
- If not able to promptly assess and resolve a usage issue, the ALC will escalate the matter up the chain of command / directly to Esalen leadership (Esalen CEO; or another designated Esalen representative who has been tasked to field communications from EMBA).
- If Esalen leadership is not able to promptly assess and resolve the issue internally, then the matter will be brought directly to Esalen's legal counsel for assessment and, if necessary, enforcement action.