



Brand Policy

NARM Training Institute, LLC (“**NARM**®,” “**we**,” “**us**,” “**our**”) permits certain third party users, mental health, medical, educational and other healthcare professionals, as well as mental health, treatment and medical facilities, trainees, and members of the media (“**you**”) to use NARM® Intellectual Property (as hereinafter defined) as specified in this Brand Policy (“**Brand Policy**”).

BY CLICKING ACCEPT WHEN DOWLOADING NARM® INTELLECTUAL PROPERTY OR BY OTHERWISE USING NARM® INTELLECTUAL PROPERTY YOU ACKNOWLEDGE THAT YOU HAVE READ, HAVE UNDERSTOOD, AND AGREE TO BE BOUND BY THIS BRAND POLICY JUST AS IF YOU HAD SIGNED IT.

TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAWS, IF YOU DO NOT AGREE TO ALL OF THE PROVISIONS OF THIS BRAND POLICY, YOU MAY NOT USE NARM® INTELLECTUAL PROPERTY.

We reserve the right, in our sole discretion, to change, modify, add, or delete portions of this Brand Policy at any time. All changes are effective immediately when posted. Your use of NARM® Intellectual Property following the posting of revised Brand Policy means that you accept and agree to the changes.

SECTION 1. INTELLECTUAL PROPERTY

1.1. Definition. “NARM® Intellectual Property” means copyrights, Logos, Trademarks, trademark applications (including intent-to-use applications), trade names, moral rights, trade secrets, patents, patent applications (including provisional applications), inventions, invention disclosures, know-how, designs, research materials, data, web pages, downloadable materials, student manuals and instruction materials, podcasts, e-books and other products or items that are owned or licensed by NARM® and are commonly recognized as intellectual property under the laws of the United States or any other country.

1.2. Trademarks. The following are our trademarks (collectively “**Trademarks**”):

- NARM®
- NeuroAffective Relational Model™
- NARM® Training Institute
- NARM® Inner Circle
- NARM® Therapist
- NARM® Practitioner
- NARM® Trained Organization
- NARM® Master Therapist
- NARM® Master Practitioner
- Transforming Trauma™
- NARM® Emotional Completion Model
- NARM® Personality Spectrum

- NARM® Relational Model
- NARM® Survival Styles
- NARM® 4 Pillars

1.3. Logos. We have a number of logos (collectively, “**Logos**”) available for use:

You may download our Logos for use in accordance with this Brand Policy, or if you have a current agreement with NARM®, you may download our Logos for use in accordance with the terms of your current agreement with NARM® and this Brand Policy.

Please use this link to download our high definition logos: www.narmtraining.com/logos

1.4. Guidelines for Trademark and Logo Display. All permitted uses of our Trademarks and Logos must follow the following display guidelines:

- **Logo and Trademark Display.** The Logo must stand alone. You must maintain a minimum amount of space between the Logo and other graphic or textual elements. To preserve the integrity and clarity of the Logo, a standard area of “clear space” should be maintained around the Logo in all uses. The minimum clear space is defined as “2x” where “x” is measured by the width of the type stroke of the symbol in the Logo. Do not display the Trademarks or Logos as the primary or most prominent feature on your web page or in any non-NARM® created materials.
- **Logo Background.** The preferred background color for the Logo is solid white. When a solid white color is not practical, it may be used on a solid black background. The high-resolution Logo must be used.
- **No Modification.** The Logo must be used as provided by NARM® with no modifications. Don’t remove, distort or alter any element of the Logo, including changing any colors. Do not shorten, abbreviate, or create acronyms out of our Trademarks.
- **No Incorporation or Confusing Use.** Don’t use the Trademarks or Logos in a manner that might create potential confusion as to the owner of the Trademarks or Logos, or that may mislead the public.
- **No Generic Use.** Do not use the Trademarks or Logos in a way that suggests a common, descriptive, or generic meaning.
- **Trade Dress.** Do not copy or imitate NARM®’s website design, typefaces distinctive color, graphic designs or imagery.
- **Use in the United States:** If you are located in the United States or your use of the Trademarks or Logos will be in the United States, you shall include any attribution, such as ® or ™, as shown Section 1.2.
- **Use outside the United States:** Trademark rights vary from country to country. Some countries have penalties for improper use of the registration symbol ®. If using the Trademarks or Logos on sites based outside the United States, please contact us (email) for proper attribution.

If you wish to use our Logos in a manner that deviates from the foregoing guidelines, please submit a request using the [IP Request Form](#) (attached).

SECTION 2. USE OF INTELLECTUAL PROPERTY

2.1. Screenshots and Web pages, Social Media pages, Podcast pages, and NARM®’s YouTube channel (“Media Pages”)

You may use a standard image of any of our Media Pages (“**Screenshot**”) in either print or digital formats solely for educational purposes, illustrative purposes, or to promote NARM® Training Institute’s services. You may not superimpose graphics or otherwise materially alter the look of the Screenshot.

You may not use a Screenshot that contains Personal Information (as defined in our Privacy Policy). The current privacy policy is found here <https://narmtraining.com/privacy-policy/>

*Note that using screenshots of NARM e-books, student handbooks and handout materials, Inner Circle content, and other products are not permitted without our prior written permission.

2.2. Books, journals, blogs, research papers, and other printed material

(a) Prohibited Use.

We do not allow the use of our Intellectual Property, namely, our Trademarks or Logos in the title or otherwise on the cover of books, journals, articles, blog posts, web pages, or other publications whether published online or in print (“**Printed Materials**”) without our prior written permission. If you are interested in such use, please submit your request using the **IP Request Form (attached)**.

(b) Permitted Use.

If you wish to use our NARM® Intellectual Property in Printed Materials, you need to submit a request using the **IP Request Form (attached)**.

You may use NARM® Intellectual Property on Printed Material without our permission solely if (i) such use is not in violation of any laws or regulations of the United States, including, but not limited to copyright infringement and privacy protection laws; (ii) you expressly state that such use has not been approved or endorsed by NARM®; and (iii) you abide by the terms of this Brand Policy, including the following:

- **Company Name.** When stating our name, you must state our full name as follows: NARM Training Institute.
- **Training Model Name.** You must use the full name of our training model, “The NeuroAffective Relational Model™ (NARM®)”, when you first introduce the training model in the body of the text. Thereafter, you may refer to the training model as “NARM”.
- **Description of NARM®.** The following is the permitted description of NARM®: The NeuroAffective Relational Model™ (NARM®) addresses Complex Trauma (“**C-PTSD**”), including attachment, relational and developmental trauma, by working with adaptive patterns that reflect unconscious patterns of disconnection that impact our identity, emotions, physiology, behavior and relationships. NARM® integrates a body-centered and psychodynamic approach, within a context of interpersonal neurobiology, grounded in mindfulness and a phenomenological approach to addressing identity and consciousness of Self.” NARM® offers a comprehensive theoretical and clinical model for the resolution of Adverse Childhood Experiences (“**ACEs**”) and C-PTSD. NARM® offers a framework for post-traumatic growth by supporting increased resiliency, greater health outcomes, healthier relationships, personal growth and social change.
- **General Services.** The following is the permitted description of the basic services we provide: The NARM® Training Institute offers online and in-person clinical training for mental health professionals who work with the legacy of Adverse Childhood Experiences (“**ACEs**”) and Complex Trauma (“**C-PTSD**”). Additionally, the NARM® Training Institute offers online and in-person training and workshops, presentation, consultation and outreach, as well as various educational products, to healthcare professionals, educators, public policy makers, parents, trauma survivors, and the general public, in support of the trauma-informed movement.
- **Practitioner Training:** Our services also include the NARM® Practitioner Training. The following is the permitted description of such training: The NARM® Practitioner Training is a continuing education opportunity in advanced clinical training for working with the legacy of complex trauma, including attachment, relational, developmental, cultural and intergenerational trauma. The NARM® Practitioner Training is designed for psychotherapists, social workers, counselors and mental health professionals who work with trauma. Graduate trainees and interns are welcome to apply. Applications are approved on a case-by-case basis and may include a personal interview with the NARM® training coordinator and/or faculty member.
- **NARM® Inner Circle:** The following is the permitted description of our membership service: NARM® Inner Circle is an online membership program to learn how to work more effectively with Complex Trauma (C-PTSD), including attachment, relational, developmental, cultural and intergenerational trauma - and to support resiliency, intimacy and post-traumatic growth.

- **Required Disclosure:** If you advertise our training programs on your website, including, but not limited to the NARM® Practitioner Training or the NARM® Inner Circle, or if you represent yourself as a NARM trained professional, you must include the following disclaimer on your website: NARM® TRAINING INSTITUTE IS NEITHER A REGULATORY NOR LICENSING ORGANIZATION AND THEREFORE NOT SANCTIONED TO CERTIFY, LICENSE, OR OTHERWISE BESTOW THE LEGAL AUTHORIZATION TO PRACTICE AS A MENTAL HEALTH PROFESSIONAL. WHILE THE THEORETICAL APPROACH TAUGHT IN NARM® OFFERS A USEFUL FRAMEWORK WHICH CAN SUPPORT PROFESSIONALS FROM VARIOUS CLINICAL DISCIPLINES, ALL PARTICIPANTS IN THE NARM® PRACTITIONER TRAINING SHOULD CLARIFY TO WHAT EXTENT USING THE NARM® APPROACH IN THEIR PRACTICES IS CONDONED BY THEIR LICENSING BODY. ACCEPTANCE INTO THE NARM® PRACTITIONER TRAINING DOES NOT ENSURE THAT ALL NARM® METHODS WILL BE APPROPRIATE FOR INCLUSION IN YOUR PROFESSIONAL PRACTICE. TRAINING PARTICIPANTS ARE RESPONSIBLE FOR OPERATING WITHIN THEIR PROFESSIONAL SCOPE OF PRACTICE AND FOR ABIDING BY STATE AND FEDERAL LAWS.
- **Use of Research.** From time to time NARM® Training Institute may make certain research data (“Data”) available to the public. Additionally, NARM® Training Institute may make certain scholarly articles written by NARM® Training Institute (“Articles”) available to the public. Your use of any Data or Articles without NARM® Training Institute’s permission must abide by fair use laws in the U.S., namely, your use must never be for commercial purposes. If you use or reference any Data or any portion of an Article, you must credit NARM® Training Institute, and you must disclaim that such use has not been approved or endorsed by NARM®. **Link to more information:** If you use any NARM® Intellectual Property in Printed Materials you must provide the following link to our website in a conspicuous manner: For more information on NARM®, NARM® Training Institute, NARM® Practitioner Trainings, and upcoming events, please visit: www.narmtraining.com

We are open to working with you if you wish to deviate from the foregoing guidelines, provided, however, that any deviation must be expressly permitted in writing by NARM®. To make such request, please use the **IP Request Form**.

2.3. Film, TV, and YouTube

We do not allow the use of our NARM® Intellectual Property in film, television, YouTube®, or similar online video platforms, or other video production without prior written approval from NARM®. For such use please submit an **IP Request Form (attached)**.

2.4. NARM® Therapists and NARM® Practitioners.

Licensed psychotherapists that complete all requirements for the NARM® Practitioner Training will receive a certificate that states that such person is a “NARM® Therapist”.

Non-Licensed therapists that complete all the requirements for the NARM® Practitioner Training will receive a certificate that states that such person is a “NARM® Practitioner”.

Those NARM® Therapists that have completed all requirements for the NARM® Master Training will receive a certificate that states that such person is a “NARM® Master Therapist”.

Those NARM® Practitioners that have completed all requirements for the NARM® Master Training will receive a certificate that states that such person is a “NARM® Master Practitioner”.

You may use our Trademark and Logos when stating that you are a NARM® Therapist or a NARM® Practitioner, provided, however, that you must state the following disclaimer in a conspicuous location of your choice:

- NARM® TRAINING INSTITUTE IS NEITHER A REGULATORY NOR LICENSING ORGANIZATION AND THEREFORE NOT SANCTIONED TO CERTIFY, LICENSE, OR OTHERWISE BESTOW THE LEGAL AUTHORIZATION TO PRACTICE AS A MENTAL HEALTH PROFESSIONAL. A NARM® [THERAPIST/PRACTITIONER] IS A PERSON THAT HAS COMPLETED THE NARM® PRACTITIONER TRAINING.

2.5. NARM® Trained Organization

Certain institutions may qualify to hold themselves out to the public as a NARM® Trained Organization. If a certain percentage of your staff members have been trained in NARM®, your institution may qualify. To find out more regarding this designation please contact: admin@narmtraining.com.

If you use the Trademark, NARM® Trained Institution, you must include the following disclaimer in a conspicuous of your choice:

- NARM® TRAINING INSTITUTE IS NEITHER A REGULATORY NOR LICENSING ORGANIZATION AND THEREFORE NOT SANCTIONED TO CERTIFY, LICENSE, OR OTHERWISE BESTOW THE LEGAL AUTHORIZATION TO PRACTICE AS A MENTAL HEALTH PROFESSIONAL.

SECTION 3. PROTECTION OF INTELLECTUAL PROPERTY

Any goodwill accrued by your use of NARM® Intellectual Property shall inure to the benefit of NARM®.

You shall not take any action that could be detrimental to the goodwill associated with any NARM® Intellectual Property or NARM®.

SECTION 4. YOUR REPRESENTATIONS AND WARRANTIES

By using the Intellectual Property, you hereby acknowledge, represent, and warrant that:

- you have the full power and authority to be bound by this Brand Policy;
- you are not an agent, representative, partner, or employee of NARM®;
- you shall not hold yourself out to any third party as an agent, representative, partner, or employee of NARM®;
- you shall not use the NARM® Intellectual Property in any manner that may cause a third party to believe that you are an agent, representative, partner, or employee of NARM®;
- you shall not use the NARM® Intellectual Property in a manner that creates potential confusion as to the owner of the NARM® Intellectual Property, or to imply that NARM® is the source of your product or service;
- you shall not use the NARM® Intellectual Property in any manner that may imply a relationship, affiliation, sponsorship, or endorsement by NARM®, or that can be reasonably interpreted to suggest that any content you have produced has been authorized by or represents the opinions of NARM® or NARM® personnel;
- you shall not use the NARM® Intellectual Property in a manner that would disparage NARM® or our products or services;
- you shall not use the NARM® Intellectual Property in any Printed Material that contains or displays adult content or otherwise violates any law or regulation;
- you shall not use the NARM® Intellectual Property in a manner that NARM®, in our sole discretion, deems misleading, unfair, defamatory, infringing, libelous, disparaging, obscene or otherwise objectionable to NARM®;
- you shall not use any Trademark as part of your corporate name, nor use any name or mark confusingly similar to any Trademark;
- you shall not register, at any level, whether state, local, or foreign country, any trade name, service mark, or trademark resembling or confusingly similar to any Trademark;

- you do not have any right, power, or authority to enter into any agreement for or on behalf of NARM®, or incur any obligation or liability on behalf of NARM®, or to otherwise bind NARM®.

SECTION 5. TERMINATION

We may ask you to cease and desist using any NARM® Intellectual Property at any time. You agree to stop using such NARM® Intellectual Property within a reasonable period of our request, but in no situation, more than 14 days after our request.

SECTION 6. INDEMNITY

You agree to defend, indemnify and hold NARM Training Institute, LLC and its officers, directors, agents and employees harmless against any claim, demand, proceeding, lawsuit, loss, damage, expense or cost, including reasonable attorneys' fees (including allocated costs for in-house legal services) ("**Liabilities**") arising out of your misuse of the NARM® Intellectual Property or breach of this Agreement.

SECTION 7. MISCELLANEOUS

In the event of a conflict between this Brand Policy and a separate written agreement between you and us, the conflicting provision of the separate written agreement between you and us shall control.

This Agreement shall be governed by and construed under the laws of the State of California without consideration of its conflict of laws provisions. Venue for any dispute shall be in the courts of California.

ALL NARM® INTELLECTUAL PROPERTY IS PROVIDED "AS IS." WE DISCLAIM ANY WARRANTIES THAT MAY BE EXPRESS OR IMPLIED BY LAW REGARDING THE INTELLECTUAL PROPERTY (TO THE EXTENT PERMITTED BY LAW), INCLUDING WARRANTIES AGAINST INFRINGEMENT.

We are the owner or licensee of all NARM® Intellectual Property and reserve all rights save the limited license granted herein. Your use of the NARM® Intellectual Property pursuant to this license granted herein shall not be construed to limit any of our rights in the NARM® Intellectual Property.

If you would like to make use of NARM® Intellectual Property in a manner not specified within this Brand Policy, you must seek our prior written permission by submitting your request using the **IP Request Form**.

For assistance in understanding this Brand Policy, contact us at: legal@narmtraining.com

Please see next page for "**Intellectual Property Request Form**"



NARM Training Institute
Intellectual Property Request Form

Your Name:	
Your Company Name (if you are requesting permission on behalf of a company):	
Your Position (if you are requesting permission on behalf of a company):	
Your Email Address:	
Your Phone Number:	
Your Address:	

Type of Intellectual Property Requested:
Description of Proposed Use:

Please note that submitting this request does not grant you permission to use the requested intellectual property for the proposed use. We will respond to your request for permission at our earliest opportunity.

Please complete this form and email it to admin@narmtraining.com