

Trademark – summary of email discussions to help guide SOA board on proposal by ISP/France accept the offer to participate in a worldwide trademark registration.

From Pierre Q, ISP board member and Yondan instructor in France,

“You can see [following this link](#)* a copy of the Shintaido trade mark registration in France, recently renewed (to 2028). From this point, we may extend the TM to the world (WTM). I wonder, is the TM already registered in USA? If it is, we may then think about extending to WTM from both country at once.” “I get the impression . . . that there is a confusion between patenting a process or copyrighting a creation and registering a trade mark. It is true that, as an "idea", Shintaido can't be patented or copyrighted. You can't own ideas and "types of body movements" are ideas. You must materialize them into products that are patentable or copyrightable (books, conferences, etc.). On the other hand, a certain name or mark can be registered independently from what it represents.”

*The Madrid System is a convenient and cost-effective solution for registering and managing [trademarks](#) worldwide. File a single application and pay one set of [fees](#) to apply for protection in up to [117 countries](#).

From Ito-sensei: “the following is what I remember:

Some advices MT & I received from Lawyer Frank Kasama, who helped us register Shintaido as NPO in 1976:

- Since “Shintaido" is a body movement, It is not legally possible to register the name of it as a trade mark.
- The best way to protect your right to use “Shintaido” for your group are;
 - 1) Publish your “Shintaido” text in English as soon as possible and make it available to the general public in all the states!
 - 2) It is possible to register a certain Trade Mark designed especially for a certain event!

History:

1975 MT & I register “Shintaido” as a small business at the SF City Office.

1976 "Rakutenkai Shintaido of California” gets established and recognized as a NPO by State of California

1978 “Rakutenkai Shintaido of California” becomes “Shintaido of America"

1980 The First International Shintaido Camp held in San Francisco

Shintaido Logo (Jumping Man) was registered as a trade mark of "Shintaido of America” in USA

1981 Shintaido of New England gets established.

1982 "Shintaido of America” publishes "Shintaido -a new art of movement & expression “

1988 “Body Dialogue” as a seasonal newsletter becomes available to all SOA members”