



## **Spring Forest Qigong Guidelines for Affiliates**

Spring Forest Qigong Company, Inc. --- 7520 Market Place Drive, Eden Prairie, MN 55344

Spring Forest Qigong recognizes the power of various online marketing programs and welcomes the promotional efforts of its affiliates. However, as Spring Forest Qigong has spent many years building a strong and reputable name, it is necessary that we take steps to protect the brand and its reputation. With this in mind, we've developed guidelines regarding our affiliate program. Failure to comply with these guidelines is grounds for termination of your affiliate status.

Affiliates of Spring Forest Qigong and other resellers of Spring Forest Qigong products, who are authorized by Spring Forest Qigong, are required to follow these guidelines when using the Spring Forest Qigong trademarks, service marks, images or copyrighted text in promotional, advertising, instructional, or reference materials in printed material or through electronic delivery such as on the Internet.

1. Your name and logo must appear more prominent than the Spring Forest Qigong name and/or logos in all cases so that the consumer does not think they are dealing directly with Spring Forest Qigong. This means (at minimum) that the SFQ name and logo must appear smaller than your company logo.
2. No one is authorized to copy or mimic the look or feel of any Spring Forest Qigong promotional material, including brochures and websites.
3. To avoid confusion in the marketplace and in searches, do not use a derivative or variation of any of the following: Spring Forest Qigong, SpringForestQigong.com, SpringForestQigong.org, Born A Healer, BornAHealer.com, Chunyi Lin or any variation thereof.
4. You may use the Spring Forest Qigong name and/or logos only in conjunction with Spring Forest Qigong product sales and promoting classes that you are certified by Spring Forest Qigong to teach.
5. Whenever the "Spring Forest Qigong" name or logos are used on a website or in printed materials, other than in the text of a letter, include the following on the website or in the printed materials: "Spring Forest Qigong" is a registered trademark of Chunyi Lin.
6. When using material copyrighted by Spring Forest Qigong, include the following copyright notice: Portions of this website contain material copyrighted by Spring Forest Qigong and is used with permission.

7. Use of any promotional copy and/or graphics created by Spring Forest Qigong or, in some instances, Learning Strategies Corporation (a publishing partner of SFQ) must be approved in advance by Spring Forest Qigong.
8. The artwork for promoting SFQ products must be used as provided by Spring Forest Qigong Company, Inc without changes, including, but not limited to, changes in the color or design, removal of any words, artwork, or trademark symbols.
9. No one is authorized to use any product names, the words "Spring Forest" or "Spring Forest Qigong", or the name "Chunyi Lin" in Pay Per Click Internet advertising or other search-based promotion.
10. In the text of your promotional copy, you may state the training you have had through Spring Forest Qigong as well as any special designation given you.
11. If you offer individual or group telephone healing sessions, you may not use "Spring Forest" or "Spring Forest Qigong" in the name of your program anywhere on the Internet, including your own website. This restriction is to avoid confusion with the session offered directly by Spring Forest Qigong. You cannot name or refer to your sessions as "Spring Forest Qigong Healing Sessions" or "Spring Forest Qigong Group Telephone Healing Sessions" or any variation thereof.
12. You may not give or license the Logos to any company or person.
13. Spring Forest Qigong reserves the right, at any time and without cause, to modify or suspend these guidelines and withdraw any permission granted to you. Spring Forest Qigong reserves the right to take action against any misuse or unfair, misleading, diluting, or infringing use of our trademarks, copyrights or logos.