

HULAFIT TRADEMARK USAGE GUIDE

WHO MAY USE THE TRADEMARKS?

Only those licensed by our Company have the right to use the Trademarks. Licensees are required by contract and law to follow the Terms & Conditions in their written license agreements. We ask that our licensees and enthusiasts of our programs everywhere contact us immediately if they become aware of any unauthorized or improper use of any of the Trademarks. You can email us at hulafituk@gmail.com.

PLEASE OBSERVE THE FOLLOWING TRADEMARK USAGE RULES

1. **ALWAYS USE THE TRADEMARKS DISTINCTIVELY:**
2. The "H" and "F" letter of the Trademarks should be capitalized, e.g., "HulaFit®", not "hulafit".
3. **NEVER ALTER THE HULAFIT® TRADEMARKS:**
4. Do not change the graphics, colors, spelling, insert hyphens or combine two words into one. (Incorrect: "You'll love HulaFit-mania" "Hula-Fit").
5. **NEVER USE THE TRADEMARKS AS A TRADE OR COMPANY NAME:**
6. It is incorrect to use or refer to the Trademarks as a trade name (e.g., company name or facility name). For example, don't name your company with HulaFit® in the title. Name your company something else and say that it offers HulaFit® classes.
7. **NEVER USE THE HULAFIT® TRADEMARKS ON MERCHANDISE:**
8. Only HulaFit and its authorized partners can use the HulaFit® Trademarks on merchandise like CD's, DVD's, digital fitness programmes, fitness equipment, footwear, clothing and accessories and other products. So, never use the HulaFit® Trademarks on merchandise (e.g., Don't make shirts and put the HulaFit® Trademarks on the shirt).
9. **USE OF THE HULAFIT LOGO;**
10. The HulaFit Logos were designed to designate products and services developed by our Company and may be used by licensees in their exact form and only to advertise and promote our programs, products and services. Unless our prior written approval is obtained, the HulaFit® Logos are never to be used in connection with the manufacture, promotion, offer for sale or sale of any merchandise. The HulaFit® Logos cannot be altered or modified in any way, nor can they be combined with any other trade names, trademarks or logos without our express written permission.
11. **IN SUMMARY, THE HULAFIT® TRADEMARKS SHOULD NEVER BE USED IN THE FOLLOWING WAYS:**
 - With the letter "H" and "F" not capitalized — For example, "hulafit"
 - Altered or Modified — For example, "HoolaFit".
 - As a Trade Name — For example, "The HulaFit Studio".
 - On Merchandise — For example, don't make "HulaFit" shirts.
 - To advertise programs or products not affiliated with HulaFit Ltd.

The HulaFit® Trademarks are important business assets of HulaFit Ltd and should be treated with a high level of care. People around the world, including us, rely on our Trademarks to identify our products and services and to distinguish them from those of our competitors.

If our Trademarks became "generic" in a particular area, they would cease to identify our Company as the exclusive source of our services, then anyone would be able to use our marks without concern of a trademark infringement claim, creating confusion in the marketplace. The HulaFit® 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 other programs, products or services.

We respectfully request that you support our efforts to enforce the HulaFit® Trademarks and take steps to use them properly and avoid confusion or misuse. If you have any questions concerning the proper use of the HulaFit® Trademarks, contact us at hulafituk@gmail.com.

TRADEMARK FAQs

Can I call my company "HulaFit"?

No, please do not apply for, register, or attempt to register in any manner HulaFit® or anything that includes or is similar to it for any purpose. It is incorrect to use or refer to the Trademarks & register them as a trade name (e.g., company name or facility name). For example, don't name your company with HulaFit® in the title. Name your company something else and say that it offers HulaFit® classes.

Can I use the word "HulaFit" for my website domain?

No. It is incorrect to use the word "HulaFit" in your website address/domain name. The HulaFit® Trademarks cannot be altered or modified in any way, nor can they be combined with any other trade names, trademarks or logos without our express written permission. For example "www.hulafitwithcarla.com"

Can I use the word "HulaFit" for my social media name or for my booking website?

Yes. These are the only exceptions where we will allow licensees to use the word "HulaFit", however it must be used in combination with other names or a specific location. For example "HulaFitwithCarla" or "HulaFitWalthamstow".

Do not name yourself simply "HulaFit" or include a country/county name e.g "HulaFitUK".

You can use this on the following social media platforms; Instagram, Facebook, Pinterest, SnapChat or TikTok, or a booking platform e.g GymCatch, BookWhen etc.

What should I call my classes?

HulaFit - if you are wanting to separate your classes by ability level, you can call them "HulaFit Beginners" or "HulaFit Intermediate". If you are teaching online you could use either HulaFit Online or Online HulaFit.

If you are wanting to teach a shorter HIIT style class, you may label this "HulaFit HIIT".

Do not alter or modify the name, add hyphens or add another word. For example "HoolaFit", "Hula-Fit", or "HulaFit Flow".

If I create a website for my own company, do I have to use the HulaFit® colours/fonts to be on brand?

No - your website and company should have its own name, identity & branding. All you need to say is that you offer HulaFit® classes & you can use the HulaFit® logo/ a marketing image (available in the Core Crew Hub) to advertise this.

How should I describe my HulaFit® class?

Please use our pre-written class descriptions - these are available to all licensees in the Core Crew Hub.

Can I create my own marketing materials for HulaFit?

You may use one of our pre-made editable flyers/posters & add your specific class information OR you can create your own HulaFit flyer using one of our marketing images. Your flyer must display the HulaFit logo. All of these resources are available to licensees in the Core Crew Hub. You do not have to use our specific HulaFit colours/font for the text.

What happens if I stop paying my license fee?

If you are unlicensed you are not legally allowed to teach or promote HulaFit® classes as this breaches our copyright. You will need to refrain from using our Trademarks, our advertising materials, intellectual property & content while you are not an official licensee. Only those licensed by our company have the right to use the Trademarks, teach official HulaFit® classes and use our advertising materials, intellectual property & content.