

The use of STOTT PILATES Intellectual Property (including photography, content from website and promotional materials, logos etc.) is at the sole discretion of STOTT PILATES® – a subsidiary of Merrithew Corporation. To protect the STOTT PILATES brand, any and all usage must be approved by the Marketing department at STOTT PILATES / Merrithew Corporation (marketing@stottpilates.com).

All users must send in any materials in which STOTT PILATES® photography or Intellectual Property is to appear for review and approval prior to public distribution.

PHOTOGRAPHY

Selected STOTT PILATES photography is available to the following:

- ▶ STOTT PILATES® Certified Instructors
- ▶ Qualified purchasers of STOTT PILATES equipment
- ▶ LTCs & Hosting Sites
- ▶ Distributors
- ▶ Media

Anyone wishing to use STOTT PILATES® photography must agree to include the following credit line alongside images used: "STOTT PILATES® photography © Merrithew Corporation"

INTELLECTUAL PROPERTY

Anyone wishing to include the brand name STOTT PILATES® or one of its many products with specific trademarks or registered trademarks (i.e. Fitness Circle®, Flex-Band® etc.) in the copy or as photo captions for equipment, the following credit line must be included in fine print on the same page, visible to the eye:

"TM/® Trademark or Registered Trademark of Merrithew Corporation, used under license."

All users of STOTT PILATES content (from our online FAQ pages or other corporate promotional materials) must include the following credit line:

"STOTT PILATES® content © Merrithew Corporation, used with permission."

PLEASE NOTE: Our educational manuals, instructional and promotional materials are not to be duplicated.

Head Office
2200 Yonge Street, Suite 500, Toronto, ON, Canada M4S 2C6
Telephone 416-482-4050 Facsimile 416-482-2742 E-mail info@stottpilates.com
Toll-free North America 1-800-910-0001 UK 0800-328-5676

Manufacturing
2071 McCowan Road, Scarborough, ON, Canada M1S 3Y6
Telephone 416-482-4050 Facsimile 416-752-9495
E-mail production@stottpilates.com

APPROVAL PROCESS

Please send in all materials along with completed photography request form to **marketing@stottpilates.com** for approval. You should receive an email confirming receipt within two (2) business days. Our images are password protected and we ask that initially, you create a mock up using the low resolution images available on our website. We will provide official feedback and/or edits within 5-10 business days. Upon completion of required edits from your end, we will provide the username and password so that you can download the high-resolution images.

STOTT PILATES photography and Intellectual Property is at the sole discretion of Merrithew Corporation. Only Certified/Trained instructors, Licensed Training Centers, hosting sites, qualified equipment purchasers, distributors and/or members of the media have the right to use our materials pending approval. All other parties must submit a request outlining desired use of our photography or Intellectual Property for consideration. We reserve the right to refuse the use of our photography and Intellectual Property if we do not approve of the desired usage.

Please complete the information below, review and sign the official STOTT PILATES checklist. Once complete, fax or email the document with the materials that you are submitting to: Fax #: 416 482 2742 | Email: **marketing@stottpilates.com**

I AGREE TO THE ABOVE TERMS AND CONDITIONS:

name: _____

company: _____

email: _____

telephone: _____ fax: _____

type of materials being submitted: _____

language: _____

audience (who will see this piece): _____

size of audience: _____ desired distribution date: _____

I AGREE TO THE TERMS AND CONDITIONS AND TO ABIDE BY THE POLICIES AND PROCEDURES AS STATED ABOVE. I have also reviewed the checklist below and believe that the materials that I am submitting meet these standards to the best of my understanding.

signature: _____ date: _____

PHOTOGRAPHY/INTELLECTUAL PROPERTY CHECKLIST

FOR THE USE OF STOTT PILATES®
PHOTOGRAPHY AND INTELLECTUAL PROPERTY

Please thoroughly review the Marketing and Communications Guidelines before submitting any materials. Below is a checklist to help you during the preliminary stages of the submission process. Please make sure that all of the applicable items as indicated below are complete before submitting any creative materials to the Marketing Department. If you have any questions please contact marketing@stottpilates.com

- ▶ Does STOTT PILATES appear in all uppercase letters each time it is used?
- ▶ Please refer to our guidelines for country specifications.
 - ▶ Does the ®/TM symbol follow "STOTT PILATES" on its first use on each page?
 - ▶ Does the following credit line appear on the document when our trademarks are used?
TM/® Trademark or registered trademark of Merrithew Corporation, used under license.
- ▶ Does our photography credit line appear along side any images used?
STOTT PILATES® photography © Merrithew Corporation, used under license.
- ▶ If you have used any of our copy in your materials does the content credit line appear?
STOTT PILATES® content © Merrithew Corporation, used with permission.
- ▶ Have our equipment names been properly trademarked based on the country the materials are being produced in? (ie. **Fitness Circle®** or **V2 Max Plus™ Reformer*** – please see Mar/Com Guidelines for countries and their corresponding trademarks and legal specifications if any)
- ▶ Have you properly spelled/referenced our product names? (ie. **Flex-Band® exerciser**, **Fitness Circle® resistance ring** – please see Mar/Com Guidelines for full list)
- ▶ Make sure that course names/classes are referred to properly. (ie **Matwork** classes, **Intensive Mat-Plus™**)
- ▶ Ensure that the following terms: **Pilates, Reformer, Mat, Licensed Training Center** begin with uppercase letters.
- ▶ Since the use of our images is a privilege we offer, we ask that you place a link to www.stottpilates.com on your site.
- ▶ Please refer to Moira as Moira Merrithew, and reference Moira and Lindsay G. Merrithew as "co-founders" of STOTT PILATES.
- ▶ Are you referring to yourself with the proper title? See below for reference of how our different partners can refer to themselves.

NEED CONTENT?

We encourage you to visit our website's FAQ section for up-to-date information on the STOTT PILATES® method, the company and more. Please remember to include the content credit line as mentioned above, when using our content.

<http://www.stottpilates.com/faq>

REFERRING TO YOURSELF, YOUR STUDIO, YOUR WEBSITE

Each different relationship to STOTT PILATES requires a different reference. We ask that you refer to yourself, your studio, store or website according to the list below.

CERTIFIED INSTRUCTORS:

STOTT PILATES® Certified Instructor
or Using (Featuring, or Applying the) STOTT PILATES® Method

NON-CERTIFIED INSTRUCTORS:

For those who are STOTT PILATES trained but have not taken their certification exam:
STOTT PILATES® Trained Instructor

LTCs:

STOTT PILATES® Licensed Training Center
or Using (Featuring, or Applying the) STOTT PILATES® Method
or Providing Training/Certification in the STOTT PILATES® Method

HOSTING SITES:

STOTT PILATES® Courses
or STOTT PILATES® Hosted Training Center
or Providing Courses/Workshops in the STOTT PILATES® Method

QUALIFIED EQUIPMENT PURCHASERS:

STOTT PILATES® equipment
or Using/featuring STOTT PILATES® equipment
or Powered by STOTT PILATES® equipment

DISTRIBUTORS:

STOTT PILATES® Equipment Distributor
or Official Distributor of STOTT PILATES® Equipment
<country> Distributor of STOTT PILATES® Equipment