

# Intuitive Intelligence® Teacher Certification Agreement

## 1. Introduction

The Institute's mission is to create a new standard of excellence in our unregulated industry, and to lead the revolution in mainstreaming the intuitive sciences. As a Graduate Member of the Institute, you are a vital part of our global sisterhood, dedicated to demonstrating the power of our work collectively and individually. You have successfully integrated your training from the Institute with your unique gifts to create your individual modality of fiercely empowered service. Our intention now is to offer our highest calibre of Graduate Members the opportunity to train as Teachers of Intuitive Intelligence®. If you successfully pass the Teacher training, you will be certified to teach the theory and practice of Intuitive Intelligence® based on the curriculum program provided to you, within the context of your own business and talents.

This agreement sets out important information about the Intuitive Intelligence® Teacher Certification Program (the "IITC Program"). It is very important that you read this document carefully before you agree to it. By accepting the terms of this agreement (and, if you successfully complete the training, by choosing to accept Intuitive Intelligence® Teacher Certification), you are entering into a legally binding contract with the Institute, so please consider carefully whether this Agreement is right for you and contact us before you tick the box if you have any concerns. This Agreement follows on from your previous Agreements with the Institute. Where there is any inconsistency between this Agreement and any previous Agreement, this Agreement will prevail to the extent of the inconsistency.

The Institute for Intuitive Intelligence® (the "Institute"), Lightworker Institute Pty Ltd ABN 18 601 001 503, and Ricci-Jane Adams are committed to the design and delivery of quality training services and to providing our Graduate Members with the best possible foundation for facilitating Intuitive Intelligence® theory and practice. If anything in this Agreement is unclear, please seek independent advice to ensure you fully understand your rights and obligations. We encourage you to negotiate any clause of this agreement which feels unfair to you.

This contract was prepared by



*Michelle Whitehead*

Business Serenity Through Wise Management & Legal Support

[www.michellewhitehead.com.au](http://www.michellewhitehead.com.au)

It is our aim to maintain a collaborative environment which is supportive, participative and conducive to the success of all our Graduate Members. We welcome constructive feedback as an opportunity to review and improve our practices. Please feel free to contact Ricci-Jane at [principal@instituteforintuitiveintelligence.com](mailto:principal@instituteforintuitiveintelligence.com) to discuss any issues that arise.

## 2. The Membership Prerequisite

Participation in the IITC Program is only open to Graduates of the Institute who have a current Teacher Certified Trainer membership (if on a different tier of membership at the time of training, you are required to take up Teacher Membership in the next enrolment period) and insurance as an Intuitive Intelligence® Trainer. As a Graduate Member, you are bound by the Institute for Intuitive Intelligence® Membership Agreement. This Teacher Certification Agreement is intended to build on the rights and responsibilities contained in the Membership Agreement in a complementary manner. If there is any inconsistency between this Agreement and the Membership Agreement, this Agreement prevails to the extent of the inconsistency.

## 3. The IITC Program

### a. Purpose & Structure

1. The purpose of the IITC Program is to train you to deliver the theory & practice of Intuitive Intelligence® included in the curriculum of this program to your clients/students as a group workshop.
2. The content of the IITC Program's curriculum has been adapted from the *Spiritually Fierce* book, but does not include everything within that book, nor does it include your right to teach the entire contents of the book. In addition, the Training does not give you the IP rights to the curriculum of the Third Level (Intuitive Intelligence Trainer program).
3. The IITC Program is delivered as set out in Schedule A.
4. The training includes
  - a. how to confidently comprehend the curriculum for yourself as a teacher, and engagingly deliver the curriculum to your students as a live group workshop;
  - b. understanding of pedagogy and best practices in program delivery for the theory & practice of Intuitive Intelligence®;
  - c. training in Intuitive Intelligence® Tapping for use with groups, as developed by Institute Mentor, Angelique Adams.
  - d. how to insure your workshops;
  - e. how to market your workshops;

- f. how to create an inclusive program;
- g. how to create terms and conditions;
- h. how to package your workshops in connection with your other services;
- i. how to on-sell your services to your workshop attendees; and
- j. how to align the workshop curriculum with your own professional practice to grow your business, while maintaining the integrity of the theory & practice of Intuitive Intelligence®.

## b. Cost of the IITC Program

1. The fee for the IITC Program is set out in Schedule B, and may be paid either upfront or as a payment plan.
2. As places in the IITC Program are limited, to reserve your place you need to either commence your payment plan or make your upfront payment.
3. Please be sure that you are ready, willing and able to participate in the IITC Program before making your commitment. Should you choose to withdraw from the program The cancellation provisions in Schedule B apply.

## c. Important Training Dates

The dates for the online training are set out in Schedule A.

## d. Assessment, Certification & Annual Recertification.

1. Completion of all online training modules, as well as any assessments within the provided timeframe, is a requirement of successful certification.
2. To maintain your Intuitive Intelligence® Teacher Certification, you are required to maintain the Teacher tier of Membership with the Institute and attend or view a twice annual recertification training, which is included in the cost of your Teacher Membership. Details of recertification are set out in Schedule C.
3. You are not required to comply with any performance criteria and may run as many (or as few) workshops as you desire, so long as you maintain a high standard of professionalism in your delivery, consistent with the Institute's commitment to excellence.
4. Certification as an Intuitive Intelligence® Teacher is personal to you and may not be assigned or transferred.

5. You indemnify the Institute against any loss, damage or expense arising out of your facilitation of workshops teaching the theory & practice of Intuitive Intelligence®. The defence of any litigation to which this clause applies is to be under your control, and you are to bear all legal costs and expenses of any such litigation. The Institute and its legal advisors may choose to participate in such litigation at its own expense if necessary to defend the Institute's IP.
6. You may choose not to seek recertification, in which case, you agree that:
  - a. you will email us to advise us of your decision to let your certification lapse when you receive notice of the annual recertification;
  - b. you will no longer be authorised to teach the theory & practice of Intuitive Intelligence®;
  - c. your licence to use the intellectual property of the Institute for this purpose is immediately revoked; and
  - d. all Institute branding is to be removed from your promotional material, social media and website, with the exception of any IP you are authorised to use under the Membership Agreement, so long as your membership of the Institute remains current.
7. If you wish to return to teaching the theory & practice of Intuitive Intelligence® after having allowed your certification to lapse, you will need to complete the IITC Program again at your own expense.

## e. Amendments to this Agreement & the IITC Program

The Institute reserves the right to review this Agreement over time, and cancel, modify or reschedule any element of the IITC Program. We will notify and consult with current Certified Teachers about proposed changes so that your feedback and concerns are taken into account in any transition.

## 4. Intellectual Property Rights

1. The IITC Program covers only the Institute's intellectual property that is reasonably necessary to give effect to this agreement, including trade secrets, copyright, and registered and unregistered trademarks.
2. In particular, the IITC Program grants Certified Teachers a non-exclusive, limited right to use the Institute's intellectual property as follows:
  - a. advertising and delivering the theory and practice of Intuitive Intelligence® in the context of your business (noting that the format, content and theory underlying the Intuitive Intelligence® curriculum involves trade secrets belonging to the Institute);
  - b. a teaching manual for you to use when delivering your workshops (noting that the Institute owns the copyright for this manual, and the trade secrets contained in it);
  - c. use of the Institute for Intuitive Intelligence® logo in combination with your branding (noting that this name and logo is a trademark of the Institute);
  - d. a legally binding disclaimer for your workshop attendees limiting them to personal, non-commercial use of the material (noting that the Institute and its legal advisers own the copyright for this disclaimer); and
  - e. access to copies of Spiritually Fierce at wholesale price plus postage and handling (noting that the Institute owns the copyright in this book).
3. It is intended that you will use the Institute's trade mark in addition to your own branding, and only in relation to activities or promotions associated with the IITC Program and your service as an Intuitive Intelligence® Trainer and Teacher.
4. The advice and insights for marketing your workshops provided in the IITC Program are for your consideration and professional development. There is no compulsory marketing scheme associated with the IITC Program, and you may use your best judgment in developing your own marketing strategy.
5. While holding certification as an Intuitive Intelligence® Teacher, you must comply, within a reasonable time, with all directions issued by the Institute regarding the manner of using the Institute's intellectual property.
6. You agree not to apply for registration in Australia or internationally of any trade mark, business name or company name that incorporates signs, logos or words the same as, substantially identical or deceptively similar to the trade marks of the Institute for Intuitive Intelligence®, whether registered or unregistered.
7. The material and provided curriculum is intended for use in a verbal teaching setting. Written teaching resources can be created by you and distributed to your students or clients for the purposes of your workshops. We anticipate that you will also create promotional material in written and verbal form to advertise your workshops and our approval for use of the teaching material in this context is also granted by this Agreement. In all other contexts,

you are required to identify the theory and praxis of Intuitive Intelligence® as the work of the Institute for Intuitive Intelligence®.

8. Please see the IITC Media and IP Guidelines for full details on the usage of the curriculum of the training, and when in doubt please seek to clarify any questions with the Institute.

## 5. Confidential Information

1. Where the Institute has indicated to you that any part of the intellectual property comprises confidential material, you:
  - a. must not disclose that confidential information to any person or corporation without obtaining the Institute's prior written consent; and
  - b. must take such steps as may be necessary to ensure that anyone connected with you or your business will not disclose such confidential material.
2. This obligation to protect the Institute's confidential information survives the expiration or termination of this agreement and continues indefinitely or until such time as the confidential information enters the public domain. You explicitly acknowledge that this is reasonably necessary to protect our legitimate business interests.
3. We make a reciprocal acknowledgment of obligation to you in respect of any confidential information that you share with us about your business.

## 6. Suspension and Termination

1. If you cease to practise as an Intuitive Intelligence® Trainer, allow your membership of the Institute to lapse, or fail to maintain adequate insurance, your certification as an Intuitive Intelligence® Teacher will be immediately cancelled.
2. Your responsibilities as a certified Intuitive Intelligence® Teacher mirror and complement your responsibilities as a Member of the Institute. Any conduct that would justify suspension or termination of your Membership will also justify termination of your Intuitive Intelligence® Teacher Certification and vice versa.
3. The Institute reserves the right to suspend your Certification for a serious or continuing breach of this Agreement (or the Membership Agreement) in order to prevent damage to the reputation and business activities of the Institute and to preserve harmony between the Institute and all Certified Teachers.
4. In the event of a dispute under this Agreement, the Dispute Resolution procedures in clause 11 of the Membership Agreement apply, with the intention of remedying the breach, lifting the suspension and restoring your full Teaching rights.

5. If a mutually acceptable resolution cannot be achieved, the Institute reserves the right to terminate your Certification.

# Schedule A

Enrolments open 18 September 2023  
Enrolments close 30th November 2023  
Pre-course work complete 10 March 2024  
Course dates 11 March - 3 May 2024  
Assessment submitted by 31st May 2024

Required pre-course work (access provided on enrolment if not already part of the program) - complete or retake the Spiritually Fierce program.

The course consists of 8 online training modules and 8 clinics over 8 weeks.

Each training module and clinic is 90 mins

## **Week One**

Module #1 11.03.24  
Clinic #1 14.03.24

## **Week Two**

Module #2 18.03.24  
Clinic #2 21.03.24

## **Week Three**

Module #3 25.03.24  
Clinic #3 28.03.24

## **Week Four**

Module #4 01.04.24  
Clinic #4 04.05.24

## **Week Five**

Module #5 08.04.24  
Clinic #4 11.04.24

## **Week Six**

Module #6 15.04.24  
Clinic #6 18.04.24

## **Week Seven**

Module #7 22.04.24  
Clinic #7 24.04.24

## **Week Eight**

Module #8 29.04.24  
Clinic #8 02.05.24

NB times will be confirmed when the group is confirmed and we know the relevant time zones.  
If you cannot attend live you must watch the module or clinic before the next session.



# Schedule B

There are two payment options:

## **Upfront Payment**

\$3950 (inc GST for Australian residents)

## **Payment Plan**

If commencing in March 2024, you can benefit from a 4 month payment plan starting no later than 1 December 2023

\$1100 per month for 4 months = \$4400 inc GST for Australian residents

## **Membership Requirement**

Students must hold Teacher Certified Trainer Membership with the Institute, or take it up in the next enrolment period in which they are due to re-enrol.

# Schedule C

## **Membership Requirement**

Students must hold Teacher Certified Trainer Membership with the Institute.  
This includes access to two professional development trainings annually.

These details are subject to change over time. You will be notified of the current cost and details for recertification at least 1 month before enrolment in the Recertification training is due.

# Schedule D

## **INTUITIVE INTELLIGENCE® CERTIFIED TEACHER AND ADVANCED TRAINER (INTUITIVE INTELLIGENCE® EMBODIMENT) MEDIA AND IP GUIDELINES**

This guide provides you with an outline of how you can use the Institute for Intuitive Intelligence® branding and Intellectual Property alongside your personal business branding and content creation, without breaching copyright laws or infringing upon any of our intellectual property rights, as a Certified Teacher of Intuitive Intelligence® and Advanced Trainer ( Intuitive Intelligence® Embodiment)

## **FAQ's**

### **AS AN INTUITIVE INTELLIGENCE® TEACHER OR AS AN ADVANCED TRAINER, HOW DO I IDENTIFY THE TRAINING I HAVE QUALIFIED IN, AND WHEN AM I REQUIRED TO IDENTIFY IT?**

FOR CERTIFIED TEACHERS - When you are promoting or sharing the theory and praxis of the training, you are required to identify the source material as developed by the Institute for Intuitive Intelligence®, and yourself as an Intuitive Intelligence® Teacher. This applies if you are using 10% or more of the Intuitive Intelligence® Teacher Certification curriculum in your program. We recommend that you do this at the beginning of your training and in your shared teaching resources provided to your students.

During the teaching of your programs and workshops, you are not required to quote Ricci-Jane or reference the Institute for Intuitive Intelligence® if the program is more than 10% of the curriculum of the Teacher Certification. You are simply required to ensure students know the origin of the material in their decision to enrol, and at the beginning of the program.

FOR CERTIFIED TEACHERS and ADVANCED TRAINERS (when teaching the Embodiment content) - If you are sharing the practices or theory for promotional purposes including lead magnets, webinars, online meditations, interviews, articles, blogs, social media posts of all kinds, multi-author books,

and anything else of this nature, then you must identify the Institute for Intuitive Intelligence® as the originator of the work.

The theory and praxis of Intuitive Intelligence® and Intuitive Intelligence® Embodiment that you are trained in as a Certified Teacher and as an Advanced Trainer, is original content, even when we reference other's work. That is because we are bringing together existing knowledge in a new way. For example, teaching intuition development through the Hermetic Laws is an example of the original use of existing material. Some students have previously tried to claim that as both intuition and Hermetic Laws existed prior to the Institute's training, then there is no need to identify Ricci-Jane Adams or the Institute as the originator of this work.

Originality in research can be defined in any of the following ways:

- Setting down a major piece of new information in writing for the first time.
- Continuing a previously original piece of work.
- Providing a single original technique, observation or result in an otherwise unoriginal but competent piece of research.
- Showing originality in testing somebody else's idea/theory.
- Carrying out empirical work that hasn't been done before.
- Making a synthesis of things that haven't been put together before.
- Using already known material but with a new interpretation.
- Trying out something in this country that has previously been done only elsewhere.
- Taking a particular technique and applying it in a new area.
- Bringing new evidence to bear on an old issue.
- Being cross-disciplinary and using different methodologies.
- Looking at areas not previously explored in a particular discipline.
- Adding to knowledge in a way that has not be done before.

(Phillips and Pugh 2010).

On this basis, the originality of the theory and praxis is established, and deidentified use of the individual component parts of the training would be a breach of copyright.

We encourage you to use the logos developed specifically for you as a Certified Teacher in the promotion of your training. You must include the logo most relevant to you in your student resources.

FOR ADVANCED TRAINERS (when working one to one) - the Intuitive Intelligence® Trainer Media and IP policy applies.

## WHAT WOULD HAPPEN IF I USED THE INTUITIVE INTELLIGENCE® IP WITHOUT IDENTIFYING IT?

You would technically be stealing our work and we would have the right to take steps to stop you. This may include taking legal action, which we would prefer to avoid but it may be necessary if the situation calls for it. Successful completion of the Intuitive Intelligence® Teaching Certification and/or Advanced Trainer (Embodiment), as well as maintaining your annual recertification by holding current membership with the Institute, and completing any necessary professional development, grants you this permission.

## CAN I USE INSTITUTE FOR INTUITIVE INTELLIGENCE® LOGOS IN MY MARKETING?

A logo or trademark is any photograph, word or symbol used to identify a brand, service or product. To avoid confusion, we have designed logos for use on your website, marketing materials, business cards and printed literature. You gain access to the logos upon becoming a Certified Intuitive Intelligence® Teacher, and/or Advanced Trainer. We strongly recommend that you use these logos.

## I WANT TO INCORPORATE SOME OF THE INTUITIVE INTELLIGENCE® AND/OR ADVANCED TRAINER CONCEPTS IN MY OWN WORK WITHOUT IDENTIFYING THEIR SOURCE. IS THAT OK?

No. The materials are protected by copyright. You cannot repurpose any of the program materials and pass them off as your own, or rewrite the materials and imply they are unique to you.

Intuitive Intelligence® is a protected trademark. Even if you only copied part of the material created by the Institute, you would still be in breach of our IP rights.

I LIKE THE INTUITIVE INTELLIGENCE® TEACHER/ ADVANCED TRAINER CURRICULUM BUT I THINK I CAN ADAPT IT OR INCORPORATE IT INTO MY OWN WORK AND MAKE SOMETHING BETTER. IS THAT OK?

The principles of Intuitive Intelligence® and Intuitive Intelligence® Embodiment should not be reconfigured in a way that could lead the public to believe that the concepts and ideas that constitute Intuitive Intelligence® and Intuitive Intelligence® Embodiment brand are the creation or work of anyone other than the Institute for Intuitive Intelligence®.

Any changes to the practices and processes that would cause Intuitive Intelligence® and Intuitive intelligence® Embodiment theory and praxis to be misconstrued as anything other than the creation of the Institute for Intuitive Intelligence® must be avoided.

Whilst you are welcome to utilise Intuitive Intelligence® and Intuitive Intelligence® Embodiment alongside your other modalities and practices and combine them in your own programs, you are not entitled to de-identify the work of Intuitive intelligence® and/or Intuitive Intelligence® Embodiment.

CAN I USE MY INTUITIVE INTELLIGENCE® TEACHER CERTIFICATION AND INTUITIVE INTELLIGENCE® EMBODIMENT MATERIALS TO TEACH OTHERS?

Yes. The training you undertake equips you with the skills needed to teach others Intuitive Intelligence® theory and praxis (as shared in the Certification) and Intuitive Intelligence® Embodiment. You understand that the Certification and Training is provided for your professional and personal development, professional service in a one to one and small group mentoring client setting, and through group programs and workshops.

You undertake not to develop a training or practical educational program or activity on your own or for any other organisation that would certify students to teach Intuitive Intelligence® and/or Intuitive Intelligence® Embodiment.

## I AM PUTTING TOGETHER A PRESENTATION AND/OR SOME EDUCATIONAL HANDOUTS. CAN I TALK ABOUT INTUITIVE INTELLIGENCE®?

Yes, but you must credit the Institute for Intuitive Intelligence®. We have known of some graduates who have used Intuitive Intelligence® training material in their lectures, presentations and educational handouts, without acknowledging the source; this breaches IP law.

## I AM WRITING A BOOK AND PLAN TO INCLUDE SOME OF WHAT I LEARNED THROUGH INTUITIVE INTELLIGENCE® TRAINING. IS THAT OK?

If you are writing a book you cannot include the work of someone else without the owner's permission. You must contact us to seek written permission if you would like to reference any Intuitive Intelligence® copyrighted material. This includes any reference to the Intuitive Intelligence® tools or techniques, including words, photographs and diagrams referencing Intuitive Intelligence®.

Please also make sure you are not using any misleading cover images or information which may cause someone to buy a book in the belief that it is linked to, or endorsed by, the Institute for Intuitive Intelligence®.

## I MADE A RECORDING DURING INTUITIVE INTELLIGENCE®TEACHER CERTIFICATION AND/OR EMBODIMENT TRAINING. CAN I POST IT ON MY WEBSITE OR ON SOCIAL MEDIA?

No. You may not film or record any material during training sessions/events without our full consent. If we do give you permission to make a recording, this permission is solely for the purpose of your own learning and the recording should not be published. You must not share any recording made during a live training session with anyone outside the program or publish that material externally, anywhere, including on social media.

## CAN I CREATE AUDIO AND VIDEO RECORDINGS FOR MY TRAININGS, INCLUDING MEDITATION, TAPPING VISUALISATIONS AND EMBODIMENT SCRIPTS?

Yes, you can create your own audio recordings for your clients and students. However, these recordings must reference Intuitive Intelligence® and credit the Institute. Keep in mind, you will be provided with some audio recordings as part of your training which you can use to improve your practice. You can also provide clients and students with links to original recordings, where provided.

## I HAVE QUALIFIED AND HAVE RECEIVED MY CERTIFICATE(S). CAN I USE THE TITLE I HAVE GAINED?

Yes, you are authorised to use the title on your certificate of Intuitive Intelligence® Certified Teacher and Advanced Trainer when you advertise yourself or your business, as long as you continue with your professional development - please see below.

## WHAT HAPPENS IF I DON'T CONTINUE WITH PROFESSIONAL DEVELOPMENT?

We only allow Graduates who commit to ongoing continuous professional development to use the Intuitive Intelligence® brand and IP. If you do not renew your membership or complete the Annual Recertification to Practice (professional development), we cannot guarantee that you will be kept up to date with the techniques and your training.

Not having a current membership or failing to complete Annual Recertification to Practice also means that you would no longer be accountable via the Intuitive Intelligence® Code of Conduct and Code of Ethics. For these reasons, you would not be able to use the title of Intuitive Intelligence® Teacher or Advanced Trainer or any of the associated training.



## THE MAIN WAYS YOU CAN USE INTUITIVE INTELLIGENCE® TEACHER AND ADVANCED TRAINER IP AND BRAND ASSETS ARE:

- Personal use to improve your practice or professional development
- Use in one-to-one client sessions
- Use in small group sessions with existing private clients
- Use in your workshops and trainings for your students.

## LANGUAGE USE

We are delighted when you identify yourself as an Intuitive Intelligence® Teacher and/or Advanced Trainer. You should proudly promote your understanding of our methods.

We would like to reiterate that none of our materials has been developed with the intention of allowing you to teach Intuitive Intelligence® or Intuitive Intelligence® Embodiment to train others to teach. The Intuitive Intelligence® Teacher Certification program qualifies graduates who hold Certified Membership to teach some aspects of Intuitive Intelligence® (as per the prescribed curriculum) theory and praxis (but not the content of the Third Level). The Advanced Trainer program qualifies graduates to teach and work one to one with the theory and practice of Intuitive Intelligence® Embodiment.

## USEFUL INFORMATION

It is not necessary to use the registered trademark symbol ® ( Intuitive Intelligence®) although it is considered good etiquette. You could also distinguish our trademarks by italicizing or CAPITALISING them instead of using the symbol. However, do not assume you can use trademarked or copyrighted materials.

If you are unsure, we can help. If you contact: [hello@institute forintuitiveintelligence.com](mailto:hello@institute forintuitiveintelligence.com) with an outline of your plan, we can help you to clarify what you can and cannot do.

There are processes in place for us to identify if there are students/graduates who are not working within the terms and conditions of their program and these guidelines. If anything is identified that could be considered a breach, we will work with you to ensure you understand what the breach is and why it was identified. However, it will be your responsibility to ensure that the breach is rectified.

## WHY CAN'T I USE INSTITUTE FOR INTUITIVE... OR INTUITIVE INTELLIGENCE® IN MY BUSINESS/SOCIAL MEDIA NAMES?

It could lead clients to misunderstand who is providing the service, possibly thinking it is being provided by our organisation. This applies in all languages and countries. In addition, we discourage the use of any variation of Intuitive Intelligence® or 'Institute for Intuitive...' in your business name, email address, domain name, or social media, that could be construed as similar to Institute for Intuitive Intelligence®. Here are some examples to illustrate:

<b>You could use</b>	<b>You should not use ❌</b>
josmith.com	josmithintuitiveintelligence.com
intuitionwithjo.com	intuitiveintelligencewithjo.com
IntuitionAustralia.com	Instituteforintuitive (Any term here isn't appropriate).com
@intuitivejo	@intuitiveintelligencejo
embodimentwithjo.com	intuitiveintelligenceembodimentwithjo.co

## INTELLECTUAL PROPERTY AND BRAND ASSETS- THE LEGAL STUFF

### WHAT DO THE TERMS MEAN?

To best explain intellectual property and brand assets we have expanded on the common terms used in this document below.

#### **a. Intellectual Property (IP) Rights**

IP rights are a body of legal rights that protect someone's patents, trademarks, copyright, designs, trade secrets and any other originally created materials.

The main things to consider when using Intuitive Intelligence® Teacher and Advanced Trainer IP:

- Ensure you do not use Intuitive Intelligence® material or branding in a manner that suggests you are an affiliate, or portray Intuitive Intelligence® IP as your own. This means that if you use any Intuitive Intelligence® materials and omit the Institute's name and/or include your name, it will be considered as inappropriate use of Intuitive Intelligence® IP. This includes anything from programs to presentations, or a social media post quoting some of Intuitive Intelligence® IP. It is very easy to navigate through this, simply by giving credit to the Institute for Intuitive Intelligence®.

If you are quoting Ricci-Jane Adams, Elisha Halpin or Angelique Adams directly from the training, then please also include Institute for Intuitive Intelligence®.

- Ensure you are not using Intuitive Intelligence® Training materials to create your own version of a resource. Anything created by you should be original and should not be based on an Intuitive Intelligence® Training resource that you have adapted unless you are using a very small amount of the original material (less than 10% of your material should be from the Intuitive Intelligence® Training resource). Please see the 'Fair Use' section of this document.

## **b. Trademark**

If a person 'trademarks' something, it means that they own the rights to how and where that trademark can be used. Intuitive Intelligence® is our registered Trademark.

This means there are restrictions over where and how this trademark can be used.

This document largely sets out how and where our trademark can be used e.g., in social media, in accordance with existing IP rights.

## **c. Passing Off**

Passing off is a legally defined term. It can apply:

- (i) where someone deliberately or unintentionally promotes goods or services (whether or not a fee is involved) belonging to someone else as their own, or:
- (ii) where someone deliberately or unintentionally offers goods or services (whether or not a fee is involved) which could mislead someone to believe they have been produced by someone else they are familiar with. This means that if you use any Intuitive Intelligence® Training materials and omit Ricci-Jane Adams's name and/or include your own name, or you offer something that appears to be from Intuitive Intelligence® Training, this is considered as 'passing off'.

## **d. Copyright**

This is a legal right, control and protection given to someone for their originally produced work. In this context, Intuitive Intelligence® Training is copyrighted and therefore, incorrectly using the Institute's work (by not giving credit to Ricci-Jane Adams or by copying her work) can result in copyright infringement.

## **e. Brand Assets**

Brand assets are consistent signals that make it easier for consumers to recognize and identify a business. The following are examples of brand assets (this is not an exhaustive list):

- Brand name
- Logo
- Typography
- Slogans
- Music
- Advertising style

#### **f. Fair Use**

Fair use is a framework that is designed to allow the lawful use or reproduction of IP, without having to seek permission from the copyright owner(s) or founder(s), or infringe their interest. However, for fair use to apply you need to:

- Only use a small amount of the IP (no more than 10%)
- Add new meaning to make it original
- Rework it and use it in a totally different way

#### **g. The materials**

The materials mean any content provided to you during your training in Intuitive Intelligence® Teacher Certification and/or Intuitive Intelligence® Embodiment, including Intuitive Intelligence® Teacher Certification manual, Spiritually Fierce, the Intuitive Intelligence® Training book, the Intuitive Intelligence® Tapping manual, all resources provided in Simplero, videos, meditations, and all other training resources provided in soft and hard copy).

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