

# WAKE UP Co., Ltd.

## Intellectual Property Guidelines

WAKE UP Co., Ltd.

### Purpose

WAKE UP Co., Ltd. (hereinafter referred to as “WAKE UP”), being in possession of the CTI Japan brand, is obliged to protect the intellectual property rights of the said brand as a licensee of CTI of the United States. At the same time, WAKE UP hopes for the concepts and methodologies of Co-Active Coaching® and Co-Active Leadership® to be widely put into practice so that they may further evolve and be more extensively applied.

These Guidelines have been created with the intention of facilitating their practice and properly protecting the intellectual property rights thereof.

### <Use of Names, Logos, and Trademarks>

**We do not permit the use of our logos.**

When using any trademarks in the possession of WAKE UP, you must apply the registered trademark symbol ® and provide the following attribution:

The following are registered trademarks, the rights to which are vested in WAKE UP.

\*The following are registered trademarks, irrespective of whether they are capitalized or in lower case.

Registered trademarks associated with WAKE UP:

リーダーシップ・カルチャー® / Leadership Culture®

Leadership Culture Development®

LCD®

変化カリーダーシップ®

リーダーシップ・コーチング® / Leadership Coaching®

ウエイクアップ® / Wake Up®

みんなで幸せ経営研究会®

みんなで幸せ経営®

リーダーシップの質® / Quality of Leadership®

生産性向上研究所®

管理職支援会®

プロ管理職®

人が動く®

当事者意識型経営®

組織変容®

エグゼクティブ・メンター® / Executive Mentor®

伴想人（ばんそうびと）®

Be sure to use the following phrasing when using any of the trademarks in brochures, etc.

“ \_\_\_\_\_® is a registered trademark of WAKE UP Co., Ltd. For further details, please visit the WAKE UP website: <https://wakeup-group.com>”

Trademarks associated with CTI Japan:

コーアクティブ® / Co-Active®

コーアクティブ・コーチング® / Co-Active Coaching®

コーチング・バイブル® / Coaching Bible®

コーアクティブ・リーダーシップ® / Co-Active Leadership®

コーアクティブ・ネットワーク® / Co-Active Network®

CPCC®

フルフィルメント・コーチング® / Fulfillment Coaching®

イン・ザ・ボーンズ® / In The Bones®

リレーションシップ・アジリティ® / Relationship Agility®

シーティーアイジャパン® / CTI Japan®

Be sure to use the following phrasing when using any of the trademarks in brochures, etc.

“ \_\_\_\_\_® is a registered trademark of WAKE UP Co., Ltd. CTI Japan. For further details, please visit the CTI Japan website:

<https://www.thecoaches.co.jp>”

## <Domain Names>

Domain names for websites that are identical or misleadingly similar, either in whole or in part, to those of WAKE UP and its registered trademarks are not permitted.

## <Use in Teaching Materials and Training Methods>

All rights, including copyright of teaching materials, are vested in WAKE UP in its

deployment of the CTI Japan brand.

At the same time, WAKE UP wishes to abide by Co-Active Coaching® and Co-Active Leadership®, the concepts and methodologies of the training therefrom, and ensure the uniformity and quality thereof.

The duplication, copying or transfer of teaching materials, and any storage in databases or retrieval systems, irrespective of the purpose or format, without the written permission of WAKE UP, is prohibited.

The teaching materials may be used freely during official programs for Co-Active Coaching® and Co-Active Leadership®. However, we request that these teaching materials not be used to teach Co-Active Coaching® and Co-Active Leadership®, or used in combination with other training materials from the perspective of protecting the intellectual property rights of WAKE UP and that of optimizing the learning of the participants in CTI Japan programs.

There may be occasions where it appears others are using the teaching materials by altering some of the phrasing; in such instances, decide whether a clear distinction can be made with the teaching materials from the perspective of a bona fide third party.

### <Citing from Publications and Websites>

1. Material and content appearing in publications may be used in the creation of notices and websites, provided the cited material and content is attributed as "Source: \_\_\_\_\_," and clearly marked from the rest of the text.
2. Content in WAKE UP and CTI Japan websites may be used, provided it is attributed as "Source: WAKE UP website" or "Source: CTI Japan website," and clearly marked from the rest of the text.

Please contact us if you have any queries concerning these Guidelines.

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We shall endeavor to respond quickly, but there may be occasions where we cannot provide details of how a decision was reached.

Your cooperation is appreciated.

Revised on July 16, 2021