From: Perez, Steven

Sent: 1/12/2015 10:47:07 PM

To: TTAB EFiling

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 85459235 - CHOPRA MEDIA - 02491/ - Request for Reconsideration Denied - Return to TTAB - Message 9 of 11

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Attachment Information:

Count: 9

Files: x5-3.jpg, x5b-1.jpg, x5b-2.jpg, x6-1.jpg, x6-2.jpg, x6-3.jpg, x6-4.jpg, x6-5.jpg, x6-6.jpg

Laura's Yoga Classes

In addition to Baby Om Yoga, Laura is also a Senior Occupational Therapist (OTR/L) at Staten Island University Hospital, provides home care through Therapeutic Resources and teaches Yoga Therapeutics in Park Slope Brooklyn at Jennifer Brilliant Yoga.

Gentle Yoga at Yogasana

Gentle yoga is a personalized and safe yoga class for individuals who might not feel that a standard yoga class will fit their needs. The small class size and therapeutic approach allows for a focus on alignment and increasing overall strength and flexibility. The class will incorporate chairs, breathing techniques, and modified yoga nidra to gain increased postural awareness, vitality and a deep sense of relaxation.

Details

Align Yoga

Start your week by finding optimal alignment, strength and flexibility. This class will use yoga asana and breathing techniques to empower a deeper connection to your body and it's relationship to gravity. Areas of focus will include asanas to open and lift the chest, neck, shoulders and spine, leading to increased comfort and reduced pain.

Details

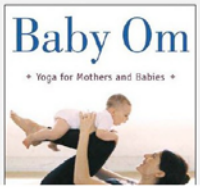
Yoga Therapeutics

Yoga Therapeutics is a personalized and dynamic yoga class, which encompasses all levels.
The class allows for individualized focus on each participant's physical needs within the framework of a traditional yoga class. Yoga Therapeutics is helpful for someone with chronic pain and/or weakness. This nurturing class will empower students to find their optimal alignment, increasing strength, flexibility and balance while reducing stress and enhancing well being.

Details

BABY OM BOOK

A dynamic yoga program for new mothers and their babies



How does a new mother get back her shape without giving up precious time with her baby? In Baby Om, authors Laura Staton and Sarah Perron &ndsh; both dancers, yoga instructors, and moms themselves – answer the new mother's need for a calming and rigorous way to align and strengthen her body while having fun with her baby. Based on their popular New York classes of the same name, Baby Om takes mothers through a yoga practice they can do with their infants – anytime and anywhere. The techniques help new mothers enjoy the spiritual and physical benefits of yoga, allowing them to nurture themselves as well as their babies. This easy-to-use book includes:

- Baby Om basics – the practical information you need to get started

- Baby Om basics – the practical information you need to get started
- Baby engagement &ndash how to play with and stimulate your baby during yoga
- Four step-by-step Baby Om classes – each concentrating on a unique stage in your child's development

The beautiful illustrations and photographs in Baby Om capture the intimate sharing between mother and child, and create a visual model for how to achieve the poses at home. Safe, effective, and easy to learn, Baby Om brings mother and baby together, ensuring the health and happiness of both.

Buy now

What people are saying

"It is a great way to get back your yoga practice and the best part is you are including your baby."
- Addison

"The instructions are clear and easy to follow and the pictures are beautiful!"
- Dave Holifield

"Also included is a Chapter on the Birth Process itself, written from a very realistic and open point of view."
- Julie Jordan Scott

When I am stressed, yoga helps me to relax and regain my focus. It makes me feel cool, calm and confident.

- Linda, Grade 4

Like 244

MINDFUL

Events & Teachers

Cooling Down Your Classroom visits the US Department of Education!

Bring Wellness & Yoga to Your Classroom Today!

Mindful Practices empowers teachers and students through yoga and wellness a more effective educational environment.

Mindful Practices brings a student-centered and culturally relevant approach to wellness education. The organization features educators, social workers, dancers and administrators who display versatility in their approach to engaging teachers, students and communities from all walks of life.

Our Programs

Mindful Practices offers extensive and engaging programming for school districts, such as **recess**, **after school** and **social-emotional learning programs**, and **professional development workshops**.

Cooling Down Your Classroom Curriculum Guide

Mindful Practices definitive yoga and wellness classroom management guide offers over 190 pages of Yoga-centered wellness designed for teachers interested in cultivating a relaxed classroom environment. Strategies teach students skills that help them recognize and mindfully address their internal and external stressors, thus encouraging higher productivity and focused classroom behavior.

BRING WELLNESS AND YOGA TO YOUR CLASSROOM TODAY!

Quiet a rowdy classroom. Energize drowsy students. Relax, breath, and return to a positive learning environment in minutes.

News

Yoga in Schools: Where Inclusivity and Social Emotional Learning Intersect

September 18, 2014

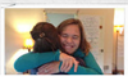
Mindful Practices' founder Carla Tantillo just posted an article on Social-Emotional Learning on Council for Exceptional Children's blog. Here's a snippet of the post.

Some of the most powerful moments when including yoga in our classrooms happen as students set their intentions for what they wish to 'let go' or 'change' in the world around them. I've heard no bullying and more kindness uttered as desires – and once to the delight of his class, a student set the intention for extra curly fries at lunch. Be it serious or silly, it's inspiring to observe young people use yoga as a tool to help them reflect on and navigate their ever-changing worlds. Often the image we see in the media of kids practicing yoga includes cute and contented little ones balancing on one leg in tree pose or meditating with an adoring

Upcoming Events

5/14/15 – 5/17/15 Yoga Service Conference Rhinebeck, NY

Recent Photos



teacher looking on. While this image isn't completely inaccurate – after all, yoga kids are cute and their teachers do typically adore them – it doesn't fully depict deep contextual undercurrents that speak to our students' social-emotional learning needs.

Continue reading the article on Council for Exceptional Children's blog

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Carla Tantillo will be presenting at the National Association of Elementary School Principals Conference

July 3, 2014

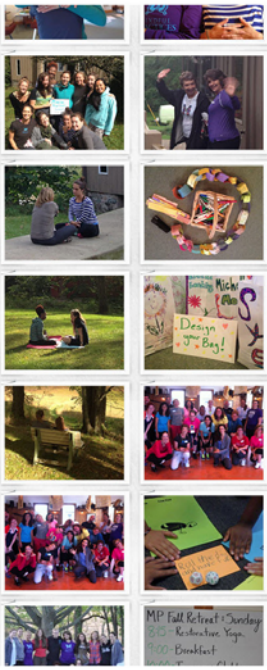
Nashville
JULY 10 - 12, 2014
Best Practices for Better Schools
NATIONAL ASSOCIATION OF ELEMENTARY SCHOOL PRINCIPALS

Mindful Practices is pleased to announce that founder Carla Tantillo will be presenting at the National Association of Elementary School Principals (NAESP)

Sitting is Destroying our Students Brains! Getting Them Up Off Their Derrieres. | Thursday, July 10th from 3:15 – 4:45: Physical activity in the classroom helps activate the brain, improve on-task behavior during academic instruction time, and increases daily physical activity levels. An easy way to get exercise is by building in natural movement breaks throughout the day. When students are physically active, they are more ready to learn.

Administrator Self-Care: Taking Care of YOU! | Saturday, July 12th from 10:15 – 11:45: You are a school administrator. You are on duty 52 weeks a year, 24 hours a day, 1440 minutes each day. You are connected to your laptop, iPad, tablet and iPhone. You are on constant overload. This highly interactive session will give you strategies to take care of YOU!

Teacher Tip: Yoga Fitness Station PE Activity



July 1, 2014

Carla Tantillo recently spoke at the 2014 CEC conference in Philadelphia where Josh Wigen, Physical Education Teacher at Riverside Youth Correctional Facility in Boulder, MT was in attendance. Carla's talk inspired Mr. Wigen to create his own PE activity for his students. We we're thrilled to hear of the success of Josh's Fitness Station Activity using our very own Large Yoga Pose Cards and are very grateful to have the opportunity to share the activity on our website.

If you've created programs inspired by our Yoga materials, reach out, we would love to hear from you and share your activities with our community.

Read on to find out how implement a Yoga Fitness Station!

Summer Teacher Retreats – Reserve Your Spot Now!

May 27, 2014

Join Mindful Practices for an intensive, one-day training retreat to learn the art of integrating Wellness, Yoga and SEL into the classroom.All participants will receive a copy of our book Cooling Down Your Classroom, a teacher-friendly guide to incorporating wellness and SEL into the classroom.

Get all the details here!

Spring Teacher Retreat – 2014

April 24, 2014

Join Mindful Practices for an intensive training weekend in the art of integrating wellness and yoga into your classroom! All participants will receive a copy of our book Cooling Down Your Classroom, a teacher-friendly guide to incorporating wellness and SEL into the classroom.

Get all the details here!

Resilience: It's a Practice article is up on The Whole Child Blog

October 13, 2013

Carla Tantillo and Lara Veon have written another very informative blog article for the Whole Child blog discussing resilience. In the article Carla and Lara discuss five strategies for integrating resiliency development into the classroom: create safety and structure, incremental and attainable goals, connectedness, opportunities for reflection and modeling resiliency.

Read the full article over and The Whole Child blog and learn five effective strategies to integrate resilience into your classroom.

Cooling Down Your Classroom Goes to Washington

September 9, 2013

Arne Duncan, our nation's dedicated Secretary of Education, mailed Mindful Practices' founder, Carla Tantillo, a thoughtful note after receiving a copy of our book, Cooling Down Your Classroom. The entire Mindful Practices team is truly honored. A big thank you to Brenda Girton-Mitchell and Arne Duncan.

THE SECRETARY OF EDUCATION
WASHINGTON, DC 20202

September 3, 2013

Ms. Carla Tantillo
c/o Mindful Practices
200 South Ridgeland
Oak Park, IL 60302

Dear Carla:

Brenda Girton-Mitchell passed along the copy of your book, Cooling Down Your Classroom. I was pleased to hear that you had a chance to meet Brenda. Thank you very much for taking the time to send me the book, which I accept on behalf of the Department of Education.

It was good to hear from you. Best wishes.

Sincerely,

If you are interested in learning how to cultivate a positive learning environment through wellness and yoga, *pick up a copy of Cooling Down Your Classroom today.*

Chicago Summer of Learning Cool & Calm Yoga Badge

July 8, 2013

Mindful Practices is excited to team up with Mayor Rahm Emanuel's Chicago Summer of Learning 2013 initiative. Mindful Practices will teach program participants many different yoga poses and flow sequences and the opportunity to earn the Cool & Calm Yoga badge. The Chicago Summer of Learning badges are digital records of skills, achievements and participation. More than 100 organizations across the city have joined forces to integrate learning into summer activities for youth of all ages in every Chicago neighborhood. *Continue reading about the Cool & Calm Yoga badge*

Visit Chicago Summer of Learning Website