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Subject: U.S. TRADEMARK APPLICATION NO. 85459235 - CHOPRA MEDIA - 02491/ - Request for
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WHAT READERS ARE SAYING

"I can honestly say this is the first yoga book that I have read that addressed the business aspect of teaching yoga. This is an excellent book for all new teachers to read so that they see the steps that they need to follow in order to form a full time business for themselves or even if they wanted to teach part time." - Sylvia

"I love your style, your knack for simplifying things, and your sense of freedom in sharing information. You are just what a girl like me needs!" - Julie

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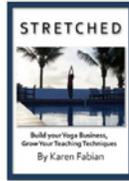
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STRETCHED

BUILD YOUR YOGA BUSINESS, GROW YOUR TEACHING TECHNIQUES

BY KAREN FABIAN

A Post-Basic Training Guide to Help You Build a Career as a Yoga Teacher



According to a 2013 report, the Yoga and Pilates industry has grown into a \$7 billion dollar marketplace. Well known, mainstream brands now package the yoga experience from end to end. And yet, according to yoga teacher and author Karen Fabian, this mega-industry is filled with independent teachers whose basic training in teaching is undercut by the dearth of concrete info about the realities of yoga teaching as a full time career.

"Consider that while teachers typically receive 200 hours of basic training, the business aspects of being a yoga teacher often are not discussed," notes Fabian, author of STRETCHED: Build Your Yoga Business. Grow Your Teaching Techniques. "Teaching can be an isolating experience and new teachers may lack a mentor, or the funds necessary to take targeted training to fill in their knowledge gaps."

A Boston-based yoga teacher since 2002, Fabian knows well the labyrinthine ins and outs of the yoga business, having created a yoga start-up herself, Bare Bones Yoga, after teaching for several years for well-known teacher Baron Baptiste and others. "The truth about teaching yoga," she says, "is that the realities of the job often only become apparent after you've been teaching for a while. In 'STRETCHED,' Fabian guides readers through both business and teaching topics and provides detailed tools and templates for tracking leads, revenue and other key business performance indicators.

The larger goal, she says, is to help teachers make "informed choices and healthy transitions" if and when they do decide to shift from their current job to a full-time career as a yoga teacher.

"There are hundreds of programs that provide basic training. But as an industry we need to do more to educate teachers on the business aspects of teaching yoga, especially for those that wish to make this a full time career. We

need to make the pay scale, the benefits and the process of finding a job more transparent during initial training programs so teachers have a greater understanding of what's involved. If not, people will continue to romanticize the idea of being a yoga teacher with little knowledge around what's really involved in making this your full time career."

- Written by Karen Fabian, Certified and Registered Yoga Teacher based in Boston, teaching since 2002
- First book to combine post-basic training guidance for yoga teachers, both on the business and teaching side of the career
- Actual worksheets, spreadsheets and tools provided which the reader can customize
- Practical support and information that can be used by yoga teachers to build an independent business

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NOW AVAILABLE
for \$24

STRETCHED
Build Your Yoga Business, Grow Your Teaching Techniques

The Most Basic Training Guide to Help You Build a Career as a Yoga Teacher

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LATEST FROM TWITTER

bare bones Yoga

barebonesyoga I taught 6 hrs of anatomy yesterday to new teachers. Loved it & thank #yoga #teachers #training #anatomy <http://t.co/MoKdLQpHO>
2 hours · reply · retweet · favorite

barebonesyoga @insidetracker @HYLbeets4 Yes!
2 hours · reply · retweet · favorite

barebonesyoga Class today 5:45 pm @HYH hearts
Come stretch off your Monday! #yoga #boston
8 hours · reply · retweet · favorite

[join the conversation](#)

LATEST ON FACEBOOK

Class today, 5:45 pm, Health Yoga Life. Come and stretch off your Monday!
Class today, 5:45 pm, Health Yoga Life. Come and stretch off your Monday!

LATEST BLOG POSTS

Today's Meditation: What Your Theme for the New Year?

Excerpt: I'll bet when many people woke up yesterday, they set New Year's resolutions. A promising practice, one that's a regular event for most of us, it stands the test of time but hardly provides promising results. Studies have shown that a year is worth two look for social outlets

Our Book

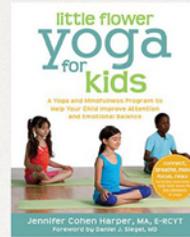
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Little Flower Yoga For Kids: A Yoga and Mindfulness Program to Help Your Child Improve Attention and Emotional Balance

Wouldn't it be great if your child could exercise, have fun, and build concentration skills all at the same time?

Little Flower Yoga for Kids offers unique program combining yoga and mindfulness in an easy-to-read format. Written specifically for parents and kids, the book aims at teaching children to pay attention, increase focus, and balance their emotions—all while building physical strength and flexibility. Based on a growing body of evidence that yoga and mindfulness practices can help children develop focus and concentration, the simple yoga exercises in this book can easily be integrated into their child's daily routine, ultimately improving health, behavior, and even school achievement.

The book details the five main components of the program: connect, breath, move, focus, and relax. Drawing on these components, Harper shares practical activities that parents can use with their children both on a daily basis and as applied to particularly challenging issues. And while this book is targeted to parents, teachers may also find it extremely useful in helping students achieve better attention and focus.



[Download a Sample Chapter](#)

[Purchase the Book](#)

About the Authors

Jennifer Cohen Harper, MA, E-RCTY, is a leading voice in the children's yoga community. She is the founder and director of New York-based Little Flower Yoga and The School Yoga Project, co-founder and board vice president of the Yoga Service Council, and an active member of the International Association of Yoga Therapists. Harper leads the well-respected Little Flower Yoga Teacher Training for Children program, provides therapeutic yoga classes to children and families, and frequently collaborates with other organizations to bring yoga for children to places as diverse as tent cities in Port au Prince, Haiti, and FAO Schwarz retail stores in New York City.

Daniel J. Siegel, MD, is executive director of the Mindsight Institute and an associate clinical professor of psychiatry in the School of Medicine at the University of California, Los Angeles. He is author of *The Developing Mind*, *The Mindful Brain*, and other books, and is founding editor of the Norton Series on Interpersonal Neurobiology.

Endorsements

"This delightful book is an integration of the author's experience both as classroom teacher and a yoga teacher. Clearly and succinctly, Cohen Harper shows how dynamic mindfulness skills such as yoga, breathing techniques, and meditation can help children flourish in school and in life. It is as much a guide for children as it is for the adults around them, helping all with stress management, self-awareness, and emotion regulation. With one in two children dropping out of our inner-city schools, there is no time like the present for widespread dissemination and adoption of these foundational, time-tested, transformative practices."

—*Bidyut K. Bose, PhD, founder and executive director of the Niroga Institute at www.niroga.org*

"Stress is an epidemic in our society. Kids not only carry the stress of their own lives, but also absorb the anxiety that comes from the adults closest to them. This book is a wonderful resource for parents and teachers to teach our kids the essential life skills they need to thrive in a world that grows more complicated by the day. I highly recommend this book for anyone who wants to teach their child how to be happy, healthy and well balanced."

—*Tim Ryan, U.S. Congressman*

"Bridging the science of yoga for children with practical application, Cohen Harper demonstrates her extensive experience as an educator and kids' yoga teacher with this indispensable resource for parents, educators, therapists, and other adults who care deeply for the children in their lives. Whether you are new to the practice or an experienced Yogi, Little Flower's five essential elements of yoga for children will provide you with an accessible framework for sharing yoga with kids. This thoughtfully written book includes information such as how to set up a yoga space and which props to use, dozens of child-friendly meditation activities, breathing exercises, and poses, and the science behind it all, providing the reader with a comprehensive approach to promoting mindfulness, focus, and resilience."

—*Lisa Flynn, founder of ChildLight Yoga and Yoga 4 Classrooms and author of the Yoga 4 Classrooms Card Deck and Yoga for Children*

"The curriculum's fluid and organic incorporation of connect, breathe, move, focus, and relax ensure that students will have a full and joyful experience each time they are on the mat and practicing yoga. My favorite parts are the laughter, the connection, and the 'a-ha' moments that are a part of her classes every day!"

—*Susan Verde, parent*



"Little Flower Yoga for Kids is an excellent guidebook for parents and educators seeking a program that will help children with focus and balance. Cohen Harper does a masterful job of simplifying the practices of yoga while maintaining the integrity of the tradition. She divides activities into handy categories like connecting, breathing, moving, focusing, and relaxing—all of which offer a comprehensive set of tools for parents to support the growth of the whole family. The perfect manual for making kids and parents more aware of the magic of mindfulness."

—Beryl Bender Birch, director and founder of the *Hard and the Soft Yoga Institute* and the *Give Back Yoga Foundation*

"Little Flower Yoga for Kids is a wonderful introduction to present-moment awareness and mindfulness through a grounded and playful yoga practice. It is an inspiring resource for children and their parents."

—Sharon Salzberg, author of *Real Happiness and Lovingkindness*

"I recommend this book to anyone interested in learning practical ways to integrate health and wellness into the lives of children. Even someone with no prior experience in yoga or mindfulness can utilize this content immediately to bring more balance to daily home life. Cohen Harper masterfully weaves theory and practice in a format that dispels any mystery around these ancient practices, making them accessible for folks wanting to find a little more focus and peace."

—Abby Wills, MA, cofounder of *Shant Generation*

"This book is infused with joy! Every page offers wisdom and essential skills with a delightful, gentle playfulness. Jennifer Cohen Harper shares the historical foundations of yoga and mindfulness and the complex neuroscience regarding their benefits in simple, accessible writing. The joyful process of sharing these sweet practices with your child will have profound benefits for both your child and you."

—Amy Saltzman, MD



Newsletter

Please join our e-newsletter for tips and updates

Recent Blog Post

Liame Bassin - Kids Yoga, Music and the Arts

by Liame Bassin
We are very happy to introduce and welcome one of our newest Little Flower Yoga writers.

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Little Flower Yoga is based in New York City and provides classes in all five boroughs of New York City and Westchester County.

Tel: (917) 386 2006
Email: info@littlefloweryoga.com

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Unique and engaging classes that develop students' mental, physical and emotional health.

Yoga and mindfulness classes that meet your child's needs



Read Our Book!

INTRODUCING Little Flower Yoga For Kids



Written by Little Flower
Yoga Founder,
Jasinder Cohen Harper
Foreword Author,
Dina Siefert

A practical, tool based approach to
improving focus and emotional regulation
while maintaining a child's individuality.

Teaches parents activities that can be
easily integrated into their child's daily
routine.

Order Now!



Little Flower offers group and private classes for kids and families that address the needs and interests of your child. We currently offer group classes for children from age 3-16 in Brooklyn NY at the Brooklyn Free School, in Westchester NY at the New Era Creative Space in Peekskill, and through our affiliate partner: Praxantho Studio in Pelham

If these options don't work for you, our instructors can come to you and bring the healing benefits of yoga into your home.

Our teachers have experience working with various types of physical, emotional and learning related challenges. Please don't hesitate to reach out with your specific concerns and questions. Yoga helps children of all ages feel great, stay healthy and connect with their tremendous capacity for joy.

GROUP CLASSES: BROOKLYN NY (Brooklyn Free School - 372 Clinton Ave, Brooklyn, NY)

Winter Class Series: January 13 - March 26 (10 classes)

3-6 years old. Tuesdays 4:45-5:30
6-10 years old. Tuesdays 5:45-6:30

*Toddler and Teen classes starting soon, email classes@littlefloweryoga.com with interest and availability.

Tuition: We are committed to making yoga accessible to all students, and hope you'll consider the following pricing options carefully.

- **Tier One Pricing: \$240;** represents the full cost of the program, and supports our capacity to sustain this work by providing our teacher with a living wage.
- **Tier Two Pricing: \$180;** discounted rate intended for those who need some financial support in order to make participation possible.

[Order Now!](#)

[Learn More](#)

Testimonials

"Willow loves you Jennifer! I have been really impressed with Little Flower Yoga, you are truly wonderful with Willow and you have a real talent with kids. You are patient and go with the flow. Willow is constantly doing yoga poses. My kids keep asking me to put on 'Relaxation' music and we take turns putting lotion on each other's hands, feet and head. Willow will often sing songs to us as she does it. Your love for yoga shows and you are wonderful with my kids."

Lisette V.

"As a mom, I'm really aware that my son, along with all the other children, are really not being given enough moments to be children! And that is a big reason I am studying L.F.Y. It's a breath of fresh air - it's a lesson to all of us to be present and mindful and it gives us tools to be that way, rather than just saying to be that way. You pulled the class together so wonderfully on Monday. It was awesome to experience!"

Elizabeth M.

Contacts

If you'd like to learn more about our group classes or private sessions please contact:
Mayan Gonzalez
mayan@littlefloweryoga.com

Please choose the rate that is appropriate and sustainable for your family. If you need additional financial support, please email classes@littlfloweryoga.com

Limited Space Available, Advanced Reservations are Required. No class on 2/17 and 2/19

[CLICK HERE TO REGISTER](#)

School Break Programs (Ages 4 -10)

Need something to do for school break? Try this five day yoga and mindfulness immersion, designed to provide kids with a fun, creative, educational and enriching experience. Through a combination of yoga poses and games, group activities, themed craft projects, relaxation time, and more, kids will be able to strengthen their bodies, minds, and hearts. We offer a non-competitive, nurturing and supportive environment where kids can learn to work cooperatively as well as learn to care for and nurture themselves. Each week-long program is sure to create lasting memories, new friendships, and a foundation for health and well-being!

Winter Break: February 16 - February 20

Spring Break: April 6 - April 10

Monday-Friday, 8:30-11:30am, Grades K-5

Tuition: We are committed to making yoga accessible to all students, and hope you'll consider the following pricing options carefully. The following is the tuition per week. Register separately for each week of school break programming.

- **Tier One Pricing: \$250:** This price represents the full cost of the program, and supports our capacity to sustain this work by providing our teacher with a living wage.
- **Tier Two Pricing: \$185:** This price is a discounted rate intended for those who need some financial support in order to make participation possible.

Please choose the rate that is appropriate and sustainable for your family. If you need additional financial support, please email classes@littlfloweryoga.com. Advance Reservations are Required.

[CLICK HERE TO REGISTER](#)

Spring Class Series: April 14 - June 11 (9 classes)

Tuition: We are committed to making yoga accessible to all students, and hope you'll consider the following pricing options carefully.

- **Tier One Pricing: \$216:** represents the full cost of the program, and supports our capacity to sustain this work by providing our teacher with a living wage.
- **Tier Two Pricing: \$162:** discounted rate intended for those who need some financial support in order to make participation possible.

Please choose the rate that is appropriate and sustainable for your family. If you need additional financial support, please email classes@littlfloweryoga.com. Advanced Reservations are Required.