From: Perez, Steven

Sent: 1/12/2015 10:45:01 PM

To: TTAB EFiling

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 85459235 - CHOPRA MEDIA - 02491/ - Request for Reconsideration Denied - Return to TTAB - Message 6 of 11

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Attachment Information:

Count: 13

Files: z1b-2.jpg, z1b-3.jpg, z1b-4.jpg, z1c-1.jpg, z1c-2.jpg, z1c-3.jpg, z1c-4.jpg, z1c-5.jpg, z1c-6.jpg, x1a-1.jpg, x1a-2.jpg, x1b-1.jpg, x1b-2.jpg

for couples looking to heat things up as well as singles looking to improve their sexual confidence.

## *About the Authors:*

Jaeleen Bennis is the creator of Bondassage®, a program that licenses practitioners around the world in her uniquely sensual and provocative method of bodywork. She is a certified massage therapist (CMT) trained in shiatsu, Deep Tissue, Swedish and Sports Massage, and has studied cross-cultural healing modalities from Reiki to Shamanic Journeying. She is versed in Tantra and BDSM, and believes in sexual exploration as a path to self-discovery and healing.

Alternative sexualities educator Eve Minax delights in proliferating carnal knowledge from the heart. She is a performer, activist, Domina, and a long-time Bondassage practitioner. She is Lead Staff Instructor for the Cleo Dubois Academy of SM Arts in San Francisco, and a frequent presenter at sexuality conferences around the world. She holds a MA in French and English Literatures with a Gender Studies concentration.

JAELEEN BENNIS & EVE MINAX amazon

## *What People Are Saying:*

*"The next evolution in erotic massage, this book will teach you how to take your need for sensation to a whole new level!"*

—Jaiya, creator of Red Hot Touch video series and co-author of Red Hot Touch: A Head-to-Toe Handbook for Mind-Blowing Orgasms

*"Bondassage is the absolute best massage book in the whole world! Gifted pleasure artists and world-class sex educators, Jaeleen Bennis and Eve Minax, generously share the secrets and skills they've gathered from decades of hands-on experience. Follow their simple, clear, concise instructions and you are guaranteed to manifest full body bliss and profoundly deep satisfaction—sexually and beyond."*

—Annie Sprinkle, Ph.D., author of Spectacular Sex—Make Over Your Love Life

*"When you hear the word, "bondage", what comes to mind? Is it sensuality" Seduction? Deep relaxation and release? Bondassage is an amazing bondage practice that creates an entirely different experience from what most people think of and this book gives you the tools to discover it for yourself. Whatever your experience of kink, this is something new and this is a great guide for discovering the amazing pleasures of Bondassage."*

— Charlie Glickman PhD, sex & relationship coach and certified sexuality educator

*"Bondassage is one of the most erotic and ecstatic experiences you can*

*have with a partner. Now, thanks to this little jewel of a book, you can do Bondassage at home. This comprehensive and concise guide to conscious sex will take you on sensual and sexual journeys that will exceed all your fantasies."*

— Barbara Carrellas, author of Urban Tantra and Ecstasy is Necessary

*"Bondassage is quite frankly the most incredible handbook we have ever found for taking sensuality to a completely different level. The merging of BDSM and whole body massage is FUCKING brilliant."* — www.surrenderingmyshield.com

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Bondassage



# Bondassage Training

*If you're thinking about expanding your practice, or would just like to expand your repertoire and delight those you touch, I would like to invite you to explore Bondassage® training ~ a delightfully sensual, truly unique experience that will have your friends, partners, lovers, and clients clamoring for more.*

You'll gain the skills and the tools you need to create the outrageously unique Bondassage Experience for your friends, lovers, or clients. Expand your skill set and delight those you touch.

Our two day Bondassage training is designed for sensually adventurous individuals and couples, bodyworkers who work with sex and sexuality, tantrikas, sexological bodyworkers, sensual massage artists,

sexual healers, sacred intimates, pro dommes, sexuality educators and professionals of all kinds. We provide comprehensive training tailored to your unique skill sets and talents.

> *"Bondassage allows my partners a "soft" entry into the world of BDSM. It has been an exciting journey for them & for myself!*
>
> Olivia

## Personal (Basic) Bondassage Training ~ $2295

Personal (Basic) Training is designed for those who plan to use Bondassage in their personal lives, and who prefer to use their own toys and tools, which you must bring to your training.

Personal Training will give you the skills and the tools you need to create the outrageously unique Bondassage Experience for your partner. You'll learn how to access your inner Dominant, create safe and comfortable bondage, and skillfully delight your partner with innovative sensation play, tantalizing erotic massage techniques, and luxurious body percussion.

You'll receive personalized instruction and learn on a variety of experienced demonstration models. Your training includes a 43-page manual, certificate, specially selected music, access to our private resource website, private coaching with Jaeleen Bennis, and global community support.

THE 16 HOUR, 2-DAY TRAINING INCLUDES:

A copy of the copyrighted Bondassage sequence and 43-page manual
Instruction in accessing your inner Dominant, creating safe and comfortable bondage, and skillfully

instruction in accessing your inner Bondassage, creating safe and comfortable bondage, and skillfully delighting your partner with innovative sensation play, tantalizing erotic massage techniques, and luxurious body percussion

A Certified Bondassage Practitioner certificate suitable for framing

Ongoing continuing education and community support via our private Facebook group and private practitioner resource website

**INVESTMENT: $2295 ~ Payment plans available with select Trainers**

*SEE OUR UPCOMING TRAINING PAGE FOR MORE INFORMATION AND DATES.*

> *"Bondassage provides a wonderfully unique opportunity to share deep pleasure with each other. We knew it would be good, but we had no idea how good.*

Tom and Stacy

> *"The training with Jaeleen was a lot of fun to me because Bondassage is a perfect mix of two of my favorite things: massage and kink ... basic enough for newbies and edgy enough for seasoned players. Bondassage is only going to become more popular ~ and I love how new dimensions are being added all the time. I recommend becoming a practitioner, personalizing your sessions, and having a lot of fun with the great people you'll meet!"*

Claire-Noelle

**Professional (Deluxe) Bondassage Training ~ $3495**

More than 15,000 visitors visit the Bondassage website each month. That's 15,000 potential clients looking for a practitioner in your area. If you're looking to expand your client base—or if you simply want to offer your regular clients a delightful new service—Bondassage could be perfect for you!

Deluxe (Professional) Practitioner Training will give you the skills and the tools you need to create the outrageously unique Bondassage Experience for your clients and students. You'll learn how to access your inner Dominant, create safe and comfortable bondage, and skillfully delight your partner with innovative sensation play, tantalizing erotic massage techniques, and luxurious body percussion.

You'll receive personalized instruction and learn on a variety of experienced demonstration models. Your training includes a 43-page manual, certificate, banners for your website and advertising, specially selected music, business cards, 3 months free advertising on the Bondassage website, access to our private resource website, business, marketing and customer service tips, private coaching with Jaeleen Bennis, and global community support.

**PROFESSIONAL TRAINING INCLUDES A COMPLETE BONDASSAGE KIT**

WITH ALL THE ESSENTIALS (A $1600 VALUE)

Fleece-lined leather blindfold/collar/cuffs
Wireless headphones, splitter, and speakers
12-inch leather flogger, two fleece mitts, and two canes
16-inch triple hide rabbit fur flogger
Battery operated vibrator and herbal hot pack
Leather crop and rope
A variety of sensation toys
Massage cream/oil
A copy of the copyrighted Bondassage sequence and 43-page manual
A Certified Bondassage Practitioner certificate suitable for framing
A Certified Bondassage Practitioner banner for your website and advertising

3 months of free advertising on the Bondassage website
Ongoing continuing education and community support via our private Facebook group and private practitioner resource website
One follow-up 60 minute phone consultation and unlimited email correspondence with the creator of Bondassage, Jaeleen Bennis

**INVESTMENT: $3495 ~ Payment plans available with select Trainers**

**Take BOTH the Elysium and Bondassage Professional Training for $4495**

*SEE OUR UPCOMING TRAINING PAGE FOR MORE INFORMATION AND DATES.*

> *"Since my recent training in Bondassage, I have doubled my bookings. Most of my Bondassage appointments are returning clients ... They seem to be thinking "Hey, she has new skills. I want to give it a whirl." If I had not gotten trained, I would have missed out on seeing them again. For this reason, getting trained in Bondassage is a no-brainer.*

Rachel Sonoma

> *"Being part of Bondassage is a blessing. I knew when I met Jaeleen that she had come up with something more special than a massage modality. She was trying to reach out and connect ladies (and gentlemen) in the sex industry and give us all something we could use. Thanks to her guidance I feel like I am at the top of my game business-wise!*

Jenna Rotten

*"The Bondassage training with Jaeleen was exemplary, and well worth the investment. As a novice, I was a bit nervous, however Jaeleen and her male model created a comfortable and supportive environment. Since completing my training, I've spiced up my sessions with several elements of Bondassage, which has added another dimension and more variety to my practice.*

Jo Tigerlily

*"Bondassage is genuinely a treat for me to share with my patrons. I love the vivid buffet of experience that this sequence offers. I integrate it into my own ideas and inspirations during a session and feel like I'm orchestrating a truly beautiful voyage for those on my table. Thank you Bondassage!*

Greta Muse

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bare bones yoga
keeping yoga simple

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Karen Fabian | Boston, Ma | karen@barebonesyoga.com



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Yoga tips, event info and resources
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CLASSES/EVENTS

# WEEKLY CLASSES

## CHARLESTOWN YOGA

Sundays, 9:30-10:30am. All levels yoga

Tuesdays, 7:30-8:30pm. All levels yoga

Saturdays, 11:00-12:00pm. All levels yoga

** Note: Hot classes at Charlestown Yoga consist of a sequence done in a heated room. The sequence is accessible to all levels of students. The room is warm and includes humidity to promote sweating and increased flexibility.

Charlestown Yoga

## PRANA POWER YOGA IN CAMBRIDGE MA

Sundays, 12:30-1:30 pm. All Levels heated yoga

Sundays, 4:30-5:30 pm. All Levels heated yoga to music

Thursdays, 5:30-6:45 pm. All Levels heated yoga

Visit Prana Yoga to sign up.

## HEALTH YOGA LIFE, BEACON HILL, BOSTON

Mondays, 5:45-7:15pm. All levels heated yoga class

Fridays, 4:00-5:15 pm. All levels heated yoga class

See Health Yoga Life for location.

# SPECIAL EVENTS

Stay tuned!

## OTHER YOGA SERVICES

See the "Little Bones" page for all Children's Events!

Want yoga at your child's school? Or a private group session at your home? Or a private session for yourself?

Contact Karen.

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Build Your Yoga Business, Grow Your Teaching Techniques

The Post-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 & them! #yoga #teachers #training #anatomy http://t.co/feoKLOghO
2 hours · reply · retweet · favorite

barebonesyoga @InsideTracker @HYLtweets Yes!
3 hours · reply · retweet · favorite

barebonesyoga Class today 5:45 pm @HYLtweets , Come stretch off your Monday! #yoga #boston
9 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

## LATEST BLOG POSTS

**Today's Meditation: Wha 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



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Karen Fabian | Boston, Ma | karen@barebonesyoga.com



## KAREN FABIAN, FOUNDER

- Certified Baptiste Power Yoga Teacher
- Experienced Registered Yoga Teacher, 200 HR
- Teaching adults and children since 2002
- Teaches athletic, power yoga classes great for all levels
- Trains teachers as part of Mentorship Program
- Master's Health Care Administration
- Bachelor's Rehabilitation Counseling
- Wellness Expert speaking and writing about yoga and wellness techniques
- Regular contributor to patch.com, mindbodygreen.com, yoganonomous.com, mindfulhub.com

## SIGN UP FOR MY NEWSLETTER

Yoga tips, event info and resources

## ABOUT BARE BONES YOGA

Bare Bones Yoga was born out of the inspiration Karen Fabian had in late 2008 during the early stages of the economic recession.

She evaluated the cost of yoga classes and thought it would be wonderful to have athletic, challenging, fun classes offered in an affordable way. While there'd be no retail, towels or water, there would be solid, challenging classes offered at an affordable price. Around the same time, she ran into a student of hers who expressed a love of yoga but shared that she didn't have the money for class. That was the "ah-ha" moment Karen needed. She contacted a friend and found a unique space in which to offer class and Bare Bones Yoga was born!

*Your information is safe and will not be distributed*

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*"Everyone loved the class and Karen. She was really good at teaching people how to do a pose correctly. Everyone loved her style and demeanor. A++!" Carol, 360 Public Relations 2/22/12*

After the space was no longer available, the Bare Bones Yoga concept continued, using the core philosophy "keeping yoga simple." Karen uses the theme of "keeping yoga simple" in all of her teaching so that it's essential and applicable to anyone, regardless of age and experience.

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3 hours · reply · retweet · favorite

barebonesyoga Class today 5:45 pm @HYLtweets . Come stretch off your Monday! #yoga #boston
9 hours · reply · retweet · favorite

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