

From: Perez, Steven

Sent: 1/12/2015 10:38:41 PM

To: TTAB E Filing

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 85459235 - CHOPRA MEDIA - 02491/ - Request for  
Reconsideration Denied - Return to TTAB - Message 3 of 11

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Attachment Information:

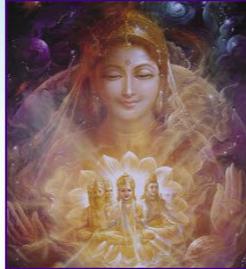
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## About Us



Since 2001, the North Carolina School of Yoga has been dedicated to preserving and disseminating the spiritual science of yoga. Founded by Chandra Om, our school is a vibrant spiritual community which seeks to stimulate and foster the growth of the individual's innate spirituality through the classical system of yoga without any modern alterations, additions or dilution to the science.

The school is based on the teachings of Vedanta, which teaches that every soul is divine and one need only develop the human nature through purity, selfless service, compassion and self inquiry to allow this innate Divinity to unfold and flourish. This transformation is the mission of the school and its instructors. We carry out this mission through our teacher training programs, workshops and weekly public classes, lectures and satsangs, kirtans and publication of books, pamphlets and devotional recordings.

This institution serves as a place for preservation of the ancient traditions that have come down from the great saints and sages and has served as an ideal spiritual center for thousands who have walked through its doors over the last 13 years. We invite you to peruse the website and to learn about our programs. Our school seeks to foster a greater understanding of what true yoga is and to bring the highest quality yoga education to the community.

## Yoga Training Courses

Our world class teacher training programs began over 12 years ago and have produced the highest quality certified and ordained teachers in over 15 countries. Dedicated to



the highest quality, certified and ordained teachers in over 15 countries. Dedicated to preserving and disseminating authentic yogic teachings based on scriptural and oral transmission, students travel from across the United States and countries around the world to study at our school.



North Carolina School of Yoga trained teachers strive to live and impart the teachings of yoga and to teach solely from their own foundation and experience. All of our graduates are taught to approach teaching as an offering. [Read more about our training programs >>](#)

## Workshops and Weekly Classes



Yoga is beneficial for people of all ages, backgrounds, shapes and sizes. Our weekly classes and specialized workshops offer something for everyone. We do not teach 'styles' of yoga, but the authentic and pure teachings of classical Yoga that has been taught since time immemorial.

Each week we offer many public classes ranging from beginner through advanced with additional specialty classes in prenatal, postnatal, gentle and restorative yoga. For those new to yoga we suggest beginning with a Level I or Gentle class. For those with more asana experience, Level II or III and for students wanting an advanced asana practice, our unique Maha Sadhana. Our school is renowned for its advanced instruction and we offer the most advanced classes anywhere in the southeast.

Our workshops offer all interested seekers the opportunity to come together to experience the power of group meditations, kirtans, spiritual programs, inspirational services, and to share in spiritual fellowship. Throughout the year, we also host numerous special events and inspirational programs, including our annual Sivaratri, Guru Purnima and Christmas Eve observances. [Click for more information on our workshops and weekly classes >>](#)

Om Shanti Shanti Shantih

North Carolina School of Yoga | [ncschoolofyoga@mindspring.com](mailto:ncschoolofyoga@mindspring.com) | 919-465-9495

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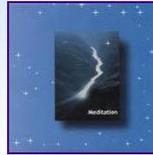


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## Dhyana: Guided Meditation CD By Chandra Om

*Dhyana* contains three guided meditations, which help to restore a centered state of Self awareness and facilitate healing. These guided meditations produce a deep state of relaxation. In this relaxed state, healing happens naturally and effortlessly. Repeated use of the meditations cultivates the ability to be present in the here and now and flow easily with life.

Chandra recorded these meditations at the request of students in her classes, and the soothing words and music are sure to release stress and negative thoughts, helping to quiet the mind, preparing for deep meditation.



[Listen to clips](#)

**\$19.99 • Add to Cart**

- ▶ Yoga Nidra (Yogic Sleep)
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Om Shanti Om

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## Retreats



### **The Expanding Light** *Nevada City, California*

Premier spiritual retreat in Northern California offers yoga and meditation teacher training, personal retreats, and gourmet vegetarian meals in a peaceful and healing environment. Learn practical tools to make lasting

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changes in your life.

### **Ananda Italy**

*Assisi, Italy*

Located in the beautiful Umbrian hills near Assisi, Italy, Ananda Italy offers many courses that touch a wide variety of subjects, having this in common: each one offers you spiritual techniques for inner growth, and also shows you how to apply higher awareness to daily life circumstances.

### **Ananda Yoga Retreat**

*Pune, India*

Open to visitors every day of the year, guests participate in a variety of weekend and week-long programs as well as a regular Saturday afternoon satsang. They are also welcome to join in the daily life of the residents, devoting time each day to meditation. For those desiring it, complete seclusion can be arranged.

### **Ananda Laurelwood**

*Laurelwood, Oregon*

Ananda Laurelwood is a 55 acre retreat that is filled with wildlife and the beauty of nature. It hosts a wide variety of conferences, retreats, and programs, and also allows guests to host their own conference, have a group retreat, or take a personal retreat.

### **Ananda Meditation Retreat**

*Nevada City, California*

An intimate spiritual center located on 80 pristine acres of forested land provides an optimal setting for individuals or groups coming for retreat, seclusion, educational, or special programs.

### **Living with Spirit**

*Nevada City, California*

This Summer of 2014 join a group ages 18 – 30 for a two-week program at Ananda Village, one of the world's

most successful spiritual communities. Explore your highest potential practicing the ancient teachings of yoga while camping in the beauty of the Northern California's Sierra Nevada foothills.

### Living Wisdom Family Camp

*Nevada City, California*

Explore, discover, relax, and play with other spiritually-minded families in the serene setting of the Ananda Meditation Retreat. Learn how to nourish your family's innate spirituality through classes and activities, conducted by Ananda Living Wisdom School teachers and community residents.

#### Classes and Retreats

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Ananda Español  
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The Nayaswami Order  
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Ananda Meditation Retreat  
Crystal Hermitage  
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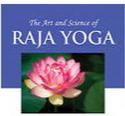
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Home > Meditation > Ananda Course in Self-Realization:

## Ananda Course in Self-Realization:

A Comprehensive Home Study Course in Yoga and Meditation, Based on the Teachings of Paramhansa Yogananda



Philosophy, Meditation, Pranayama, Karma, Bhakti

SWAMI KRISHNANANDA

How can one find lasting happiness?  
Remain calm in the face of challenges?  
Maintain physical and emotional well-being?

The Ananda Course will give you practical tools to solve these, and many other problems of the daily life.

Paramhansa Yogananda, author of *Autobiography of a Yogi*, introduced a simple, step-by-step program for

transforming every aspect of one's life. Thousands of people around the world have studied the Ananda Course and experienced its benefits.

The Ananda Course consists of five steps, leading up to learning the technique of Kriya Yoga.

#### **Step One: Lessons in Meditation**

Right from the start, you will learn a simple yet effective technique of meditation. It will help you to be focused and calm, and to obtain direct inner experience of the divine realities within. You will also learn how to create and maintain a sustainable meditation practice, and feel the joy that is always within you.

In addition, you will learn Yogananda's "Energization Exercises", a unique set of exercises that will give you better health, more energy, and an ability to direct the energy in the body at will.

#### **Included in Step One:**

- Book, 102 pages
- 2 CDs with guided meditations and relaxation techniques
- DVD with instruction and guided practice of Yogananda's Energization Exercises

[Order Step One](#)

[Online Class: Step One](#)

#### **Step Two: The Art and Science of Raja Yoga**

This is by far the most comprehensive manual on yoga and meditation available today. You will gain a thorough understanding of how to live in ever-new joy through all of life's challenges.

You will learn how to apply the ancient principles of yoga to every aspect of your life: affirmations, healing, philosophy, lifestyle, meditation, and diet.

In addition, you will learn a system of yoga postures

appropriate for any age or physical condition, which will help to prepare you for meditation.

The meditation instruction in Step Two includes ancient breathing exercises (*pranayama*) that can be used as remedies for specific mental and physical conditions, along with advanced meditation techniques.

**Included in Step Two:**

- Book, 471 pages

[Order Step Two](#)

[Online Class: Step Two](#)

**Step Three: A Handbook on Discipleship**

Step Three features lessons on discipleship and the Guru-Disciple relationship, the main theme of Yogananda's *Autobiography of a Yogi*.

Those lessons are universal to all truthseekers. The Handbook is also available independently of the Ananda Course, without any requirement to study the first two steps.

The following subjects are covered at length:

- Does one need a living guru?
- The role of divine grace in spiritual progress
- How to follow a guru

[How to relate to the guru's power](#)

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become a disciple of Paramhansa Yogananda and the Ananda line of Gurus.

Those who are interested can take part in a home Discipleship Initiation ceremony, joining thousands of other disciples who are part of Ananda.

**Included in Step Three:**

- Book, 158 pages
- Online access, on request, to a guided home

- Online access, on request, to a guided home Discipleship Ceremony, and other recorded talks on

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#### **Online Class: Step Three**

#### **Step Four: Preparation for Kriya Yoga**

Preparation for Kriya Yoga is available to those who have studied the first three steps, and have performed the Discipleship Initiation ceremony in Step Three.

It gives instruction in the Aum technique of meditation, one of the four principle techniques that are part of the path of Kriya Yoga (the other three are the Energization Exercises and Hona-Sau technique given in Step One

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those techniques, and in deepening one's meditation.

The student will also learn practices to prepare them for initiation into Kriya Yoga.

#### **Included in Step Four:**

- Book. [Please email us to inquire.](#)

#### **Step Five: Kriya Yoga Initiation**

Paramhansa Yogananda stated that Kriya Yoga is the most advanced technique for reaching the goal of Yoga,

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Ananda Course are eligible to apply for initiation into Kriya. It typically takes about one year, or more, beginning with Part One of the Ananda Course.

For more information on Kriya Yoga, [click here.](#)

If you would like to inquire about your eligibility to receive Kriya Initiation, please email [kriyayoga2@ananda.org](mailto:kriyayoga2@ananda.org).