

From: Perez, Steven

Sent: 1/12/2015 10:37:37 PM

To: TTAB Efilng

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 85459235 - CHOPRA MEDIA - 02491/ - Request for
Reconsideration Denied - Return to TTAB - Message 2 of 11

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Yoga for Depression

LifeForce Yoga | Amy Weintraub

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Amy's Events

2014

Feb 14	Stockbridge, MA -	LifeForce Yoga for Your Mood: I Am Bliss
- Feb	Kripalu Center	and So Are You

17

Manage Your Mood with LifeForce Yoga. Come home to the joy that is your birthright as Amy guides you through practices to clear the space and let your radiant self shine. Learn yogic tools to manage depression and anxiety.
Kripalu Center, 800-741-7353

Link: yogafordepression.com/i-am-bliss-and-so-are-you-workshop/

Mar 3 - Your Home The End Depression Now Telesummit
Mar 9

Over 40 Experts Reveal The Real World Solutions For Ending Depression and How To Create A Life Of Lasting Happiness. Amy's interview with host Craig Meriwether will be available the week of March 3-9, 2014. The interview will also be available as a download as well.

Link: craiginreallife.com/idevaffiliate//idevaffiliate.php?id=107

Mar 14 Watsonville, CA - LifeForce Yoga to Manage Your Mood:
- Mar Mount Madonna Depression & Anxiety
16

Mount Madonna, 408-846-4064 Empower yourself to manage your mood naturally. Learn and practice yoga breathing, mantra chanting, mudras and accessible postures. Leave feeling lighter and brighter with the skills to stay that way. All are welcome. CEUs for yoga teachers.

Link: yogafordepression.com/events/lifeforce-yoga-manage-your-mood/

Mar 20 Washington, DC Psychotherapy Networker Symposium
- Mar
23

Amy will be leading morning yoga, afternoon meditations, a full Creativity Day workshop, along with a clinical presentation featuring yogic tools to manage depression and anxiety. Omni Shoreham Hotel.
Registration and details available in January.

Link: www.psychotherapynetworker.org

Mar 28 Silver Spring, MD - Body-Mind over Mood: Empowering Self-
- Mar Willow Street Yoga Regulation with LifeForce Yoga
30 Center

Learn timeless, evidence-based yoga techniques effective for managing anxiety

and depression. Appropriate for home practice, yoga classes, yoga therapy and clinical mental health and medical settings. All are welcome! CEUs for NASW & Yoga Alliance.

Willow Street Yoga Center, 301-270-8038

Link: yogafordepression.com/body-mind-mood-empowering-self-regulation-lifeforce-yoga/

Apr 4 -	Buckingham, VA -	LifeForce Yoga Practitioner Training for
Apr 11	Satchidananda Ashram	Depression & Anxiety - Level 1

This is a certification training for yoga teachers and health professionals. Learn and practice simple Yoga tools to empower your clients and students to manage their moods. Amy will be assisted by LifeForce Yoga Practitioners, both Yoga and mental health professionals. If you have questions regarding eligibility, please contact Rose Kress, info@yogafordepression.com. CEUs for mental health professionals and yoga teachers. Yogaville, Satchidananda Ashram, 800-858-9642.

Link: yogafordepression.com/practitioner-training/

Apr 16	Your Home	ONLINE COURSE - Why & How LifeForce
- May		Yoga for Mood Management Works:
21		Education, Empowerment and Deepening
		Your Practice

OPEN TO ALL! Learn about why and how LifeForce Yoga is good for trauma, depression, anxiety and mood disorders. Learn additional pranayama techniques, mantras and mudras. Learn about the neuroscience behind these practices. Five 1-hour recorded webinars (self-study) and five 1-hour live Q&A sessions with Amy Weintraub on Wednesdays 5 – 6pm EST, April 16, 23, 30, May 7 & 21. You will be responsible for viewing the webinar in full prior to the live Q&A. All webinars will include yoga practices.

Link: yogafordepression.com/online-learning/

Apr 24	Minneapolis, MN	Minneapolis Yoga Conference
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Apr 24 Minneapolis, MN Minneapolis Yoga Conference
- Apr
27

Amy will be presenting at this conference discussing yogic tools to manage depression and anxiety. [Click here](#) for a copy of the brochure.

Link: www.mplsyoconference.com

May 9 - Encinitas, CA - Soul of LifeForce Yoga to Manage Your Mood:
May 11 Yoga Institute Depression & Anxiety

In this inspiring workshop, you will learn about and practice breathing exercises, easy postures, guided meditations, and other experiential yogic tools for managing your mood.. CEUs for Yoga Teachers.

Link: yogafordepression.com/events/lifeforce-yoga-manage-your-mood/

May 12 Tucson, AZ LifeForce Yoga Practitioner Training for
- May Depression & Anxiety - Level 2
19

This course continues training in Yoga skills for balancing mood, with more practice teaching. The emphasis here is working one-on-one and leading workshops. Level One and Mentoring sessions must be completed prior to applying for this program. To register, please write to Rose Kress at info@yogafordepression.com.

Link: yogafordepression.com/register-for-level-two-training/

May 23 Stockbridge, MA - LifeForce Yoga and Internal Family
- May Kripalu Center Systems for Your Anxious Parts
26

Experience a gentle evidence-based yoga protocol to help you self-soothe and clear your mind, as you work with your manager parts, your acting out parts and those tender young exiled parts from a place of compassionate self-awareness that is your Self. Amy will be teaching with IFS Lead Trainer and psychologist Paul Guinter, PhD. CEU's available. Kripalu Center, 800-741-

7353

Link: yogafordepression.com/events/lifeforce-yoga-meets-your-internal-family-system/

May 29 - May 31	Phoenix, AZ	16th Annual Energy Psychology Conference: Talk is Not Enough: Activating Broader and Deeper Levels of Healing
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Amy will be presenting a pre-conference session with Dr. Harriet Mall: "7 Yoga Skills to Empower Your Client and Take Care of You!" on May 29, 2014.

Details and registration will be available in January.

Link: energypsych.org/index.cfm

May 30 - Jun 1	Big Sur, CA - Esalen	LifeForce Yoga to Manage Your Mood: Depression & Anxiety
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Let the author of *Yoga for Depression* and *Yoga Skills for Therapists* help you design an individualized practice to meet your own constitution and mood. CEUs

Link: www.esalen.org/workshop/weekend-may-30-june-1/lifeforce-yoga%C2%AE-manage-your-mood

Jun 5 - Jun 8	Austin, TX	Symposium on Yoga Therapy and Research
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The Front Line of Yoga Research

Link: iayt.site-ym.com/page/SYTAR2014HomePage

Jul 6 - Jul 13	Stockbridge, MA - Kripalu Center	LifeForce Yoga Practitioner Training For Depression & Anxiety - Level 1
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Learn and practice simple Yoga tools to empower your clients and students to manage their moods. CEUs for mental health professionals and yoga teachers. Kripalu Center. 800-741-7353

teachers. Kripalu Center, 800-741-7353

Link: yogafordepression.com/practitioner-training/

Jul 15 - Stoney Creek, ON, 300 Hours Yoga Therapist Training
Jul 18 Canada

Amy is a faculty member for this training. Heaven on Earth Studio, 905-664-9099

Link: heavenstudio.ca/#!yoga-therapy-workshops/cixyp

Jul 21 - Eastham, MA - Cape LifeForce Yoga: Empower Your Clients to
Jul 25 Cod Institute Manage Their Mood

Empower your clients to manage their mood through the wisdom of Yoga. Learn evidence-based practices appropriate for a clinical setting. No mat required! Cape Cod Institute, 888-394-9293 CEUs for mental health professionals, nurses, yoga teachers.

Link: yogafordepression.com/events/lifeforce-yoga-empower-your-clients-to-manage-their-moods/

Sep 16 Asheville, NC Inner Peace Yoga Therapy Training
- Sep
18

Amy is a faculty member for this Yoga Therapy Training. Mount Madonna, 970-946-8961

Link: www.innerpeaceyogatherapy.com

Sep 19 Asheville, NC - LifeForce Yoga to Manage Your Mood:
- Sep Asheville Yoga Center Depression & Anxiety
20

In this inspiring workshop, you will learn and practice breathing exercises, easy postures, guided meditations, and other experiential yogic tools for managing your mood. Asheville Yoga Center, 828-254-0380

Link: yogafordepression.com/events/lifeforce-yoga-manage-your-mood/

Sep 26	Stockbridge, MA -	LifeForce Yoga to Manage Your Mood:
- Sep	Kripalu Center	Depression & Anxiety
28		

In this inspiring workshop, you will learn about and practice breathing exercises, easy postures, guided meditations, and other experiential yogic tools for managing your mood. CEUs for nurses, mental health professionals and yoga teachers. Kripalu Center, 800-741-7353

Link: yogafordepression.com/events/lifeforce-yoga-manage-your-mood/

Oct 10	Columbus, OH - Yoga	Body-Mind over Mood: Empowering Self-
- Oct 12	on High	Regulation with LifeForce Yoga

Learn timeless, evidence-based yoga techniques effective for managing anxiety and depression. Appropriate for home practice, yoga classes, yoga therapy and clinical mental health and medical settings. All are welcome!

Yoga on High, 641-291-4444.

Link: yogafordepression.com/body-mind-mood-empowering-self-regulation-lifeforce-yoga/

Oct 17 -	Buckingham, VA -	LifeForce Yoga to Manage Your Mood:
Oct 19	Yogaville	Depression & Anxiety

In this inspiring workshop, you will learn about and practice breathing exercises, easy postures, guided meditations, and other experiential yogic tools for managing your mood.. CEUs for Yoga Teachers.

Link: yogafordepression.com/events/lifeforce-yoga-manage-your-mood/

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What People Say

“Amy was just what I needed. Her values & thoughts & way of speaking stirred deep “hidden pockets” that need to be cleaned out. I’m glad I came. I know it will change my life.” — Sue Carlson, seamstress, Ayer, MA

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LifeForce Yoga | Amy Weintraub

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LifeForce Yoga Chakra Clearing CD



*Meditation to Balance
Your Mood*

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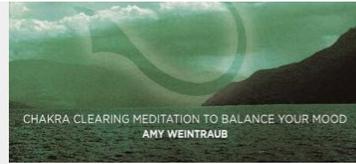
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The LifeForce Yoga® Chakra Clearing Meditation (LFYCCM) is a technique that combines several strategies to meet anxiety and depression and bring the practitioner into balance with a clear, calm and focused mind. Amy Weintraub teaches and leads two versions—one for anxiety and one for depression, along with a discussion of the psychological aspects of the chakras.



There is empirical evidence that along with anxiety and depression, this practice helps those who suffer from obsessive compulsive disorder (OCD), characterized by intrusive and repetitive thoughts. The technique engages the mind with sound and breath and hand gestures called mudras. Experienced meditators can benefit from these techniques too. If you regularly sit, it helps to have a technique to clear your mind so that more of your twenty or thirty minutes is spent floating on the still pond of your mind, observing the ripples and waves of your thoughts and feelings and less on drowning in them. This meditation should not be practiced without Amy's guidance.

- Introduction: Giving the Mind a Bone 9:22
- The Psychological Application of this Practice 3:04
- A Psychological Understanding of the Nadis and the Chakras 13:19
- Learning the LifeForce Yoga® Chakra Clearing Meditation 10:13
- Bellows Breath (Guided) 4:56
- Bec Breath (Guided) 3:45
- LFYCCM: Mudras and Mantras (Led with Guidance) 8:00
- LFYCCM: (Led without Guidance) 4:41
- LFYCCM: Adapted for High Anxiety States 5:29

Total Running Time 1:02:59

Written & produced by Amy Weintraub

Thank you to Patricia L. Gerbarg, MD—consultation
 Elena Rose Kress, RYT 500—mudra photography
 Joy Bennett, RYT—photo of Amy
 Ellen Campbell, RYT—model
 Recorded by Bill Cashman at the Cavern Studios Tucson
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If you download, please print out the mudras and mantras below.

LifeForce Yoga® Chakra Clearing Meditation

Chakra	Mantra	Mudra
Chakra One Muladhara (Base of spine)	Lam red	Hasta Mudra 1 Link the two little fingers together close to the base of the spine and pull. 
Chakra Two Svadhishthana (Low abdomen)	Vam orange	Hasta Mudra 2 Link the two ring fingers in front of the low abdomen and pull. 
Chakra Three Manipura (Solar plexus)	Ram yellow	Hasta Mudra 3 Link the two middle fingers in front of the solar plexus and pull. 
Chakra Four Anahata (Heart)	Yam green	Dove (Kaputa) Mudra Palms together as in prayer. Keep the base of the palms and the tips of the fingers together but cup the palms. 
Chakra Five Vissudha (Throat)	Ham blue	Lotus (Padma) Mudra Bring the hands together as in prayer. Keep the base of the palms, the little fingers and the thumbs together. Open all the other fingers wide like petals. 
Chakra Six Ajna (Third Eye)	Om violet	Kali Mudra Clasp your hands together with hands cupped, hovering close to forehead without touching, and with your index finger extended forward horizontally. Elbows out to the sides. 
Chakra Seven Sahasrara (Crown of head)	Ning white	Kali Mudra Clasp your hands together hovering above your crown with hands cupped, and extend your index finger vertically. Elbows out to the sides. 

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Mudras and Mantras that lift and balance the mood

LifeForce Yoga® Chakra Clearing Meditation - Calming Mudras & Mantras

Chakra	Mantra	Mudra
Chakra One Muladhara (Base of spine)	Ō red	Press the tips of the two little fingers together close to the base of the spine. 
Chakra Two	Ū	Press the tips of the two ring fingers in front of the low abdomen. 

Svadhiothana (Low abdomen)	Ū orange		
Chakra Three Manipura (Solar plexus)	Ah yellow	Press the tips of the two middle fingers in front of the solar plexus.	
Chakra Four Anahata (Heart)	Ā green	Dove (Kapota) Mudra Place hands together as in prayer in front of the heart, thumbs at the breast bone. Keep the base of the palms and the tips of the fingers together but cup the palms.	
Chakra Five Vishuddha (Throat)	Ē blue	Lotus (Padma) Mudra Place hands together as in prayer, hovering in front of the throat. Keep the base of the palms, the little fingers and the thumbs together as you spread the other fingers wide like petals.	
Chakra Six Ajna (Third Eye)	Mmm violet	Anjali Mudra Bring the hands together into prayer positions, thumbs touching the bridge of the nose and the brow.	
Chakra Seven Sahasrara (Crown of head)	Hngg white	Dhyana Mudra Place the left hand in the lap, palm facing up. Place the right hand on top of the left with the palm facing up. Bring the tips of the thumbs to lightly touch.	

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Mudras and Mantras that calm and soothe



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What People Say



"Yoga Skills for Therapists is the ideal resource for those who want to bring yoga practices into psychotherapy or healthcare. Weintraub, a leader in the field of yoga therapy, offers evidence-based, easy-to-introduce strategies for managing anxiety, improving mood, and relieving suffering. Helpful clinical insights and case examples emphasize safety, trust, and skillful adaptation to the individual, making it easy to apply the wisdom of yoga effectively in the therapeutic context." — Kelly McGonigal, PhD, author, *Yoga for Pain Relief*, Editor-in-Chief, *International Journal of Yoga Therapy*

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