From: Perez, Steven

Sent: 1/12/2015 10:48:19 PM

To: TTAB EFiling

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 85459235 - CHOPRA MEDIA - 02491/ - Request for Reconsideration Denied - Return to TTAB - Message 10 of 11

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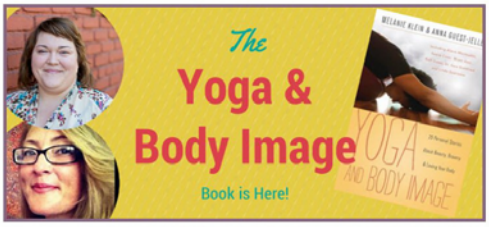

THE YOGA AND BODY IMAGE BOOK IS HERE!

OCTOBER 9, 2014 0 COMMENTS

Have you ever had a phone call with someone you admired, and you were just pumped to talk to them, no matter what you talked about?

That's how I felt the first time I talked with Melanie Klein.

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UPCOMING EVENTS

There are no upcoming events at this time.

#CURVYLOVENOTES

Melanie and I have similar backgrounds, and we were both writing about yoga and body image several years ago, when the conversation was much more nascent.

Our first call was so fun — lots of "Me, toos" and "Amens." And by the end of it, to my delight, we decided we *had* to do something together around yoga and body image. It just didn't make sense to us that yoga classes were often talking about how to move the body and feel in the body, but that the conversation about how people felt *about* their body was coming up seldomly, if at all.

Fast Forward

You know, I've always heard that writing is a process, but I didn't *get* that until I was in just that process myself. From my first conversation with my co-editor Melanie Klein to today, it's been nearly 3.5 years, and the project we discussed back then has now come to fruition in the form of our book, *Yoga and Body Image: 25 Personal Stories About Beauty, Bravery and Loving Your Body*.

And although there was plenty of times when that felt like foreeeeeeeever, from here, it all feels like perfect timing.

This book is coming out as the conversation around yoga and body image is widening considerably. When Melanie and I first started talking about the need for this book in 2011, it was because very few people were discussing it. But now it's showing up online and in yoga classes, and we even have an incredible organization, the Yoga and Body Image Coalition, creating action around the topic.

Amazing!

Gratitude

I am so, SO grateful to Melanie for being with me in this. I'm not sure I've ever had a more perfectly matched collaboration; we each have unique skill sets that complement each other beautifully. I am endlessly inspired by her passion, drive and ability to Get Things Done.

I also couldn't be more honored by all of our contributors who said yes to participating and shared their powerful stories. I'm looking forward to diving into their words anew!

Contributors include: Alanis Morrisette, Seane Corn, Bryan Kest, Melody Moore, Nita Rubio, Claire Mysko, Shana Meyerson, Audrey Bilger, Teo Drake, Kerrie Kauer, Rosie Molinary, Dianne Bondy, Linda Sparrowe, Sara Gottfried, Chelsea Jackson, Vytas Baskauskas, Kate Clere McIntyre, Joni Yung, Marianne Elliott, Dawn Dalili, Rolf Gates, Ryan McGraw and Carrie Tynan Barrepski.

Get Your Copy!

Peek inside the pages and grab your copy of the book here:

http://yogaandbodyimage.com/

I'd LOVE for you to share this with anyone that may benefit from reading this book! #yogabodyimage

Finally, my thanks, as always, go to YOU. The reason this conversation is growing is because of you and all you do to advocate for body positive yoga for people of all shapes and sizes.

Hope you enjoy!

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4 comments • a month ago
curvyyoga — Oh, I will check those out! Thanks, Kristy!!

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Misty — It was a rough day at work today and I was stressed and jittery. After following along with you on the video, I felt much better. ...

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Eslasaid A. Haas — I love this. It took me YEARS to realize that what I called "stressed" most people called "anxiety" and that yes, it ...

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The_Weed — I heard about this article in YJ and after reading it decided this was the last straw for me and promptly canceled my ...

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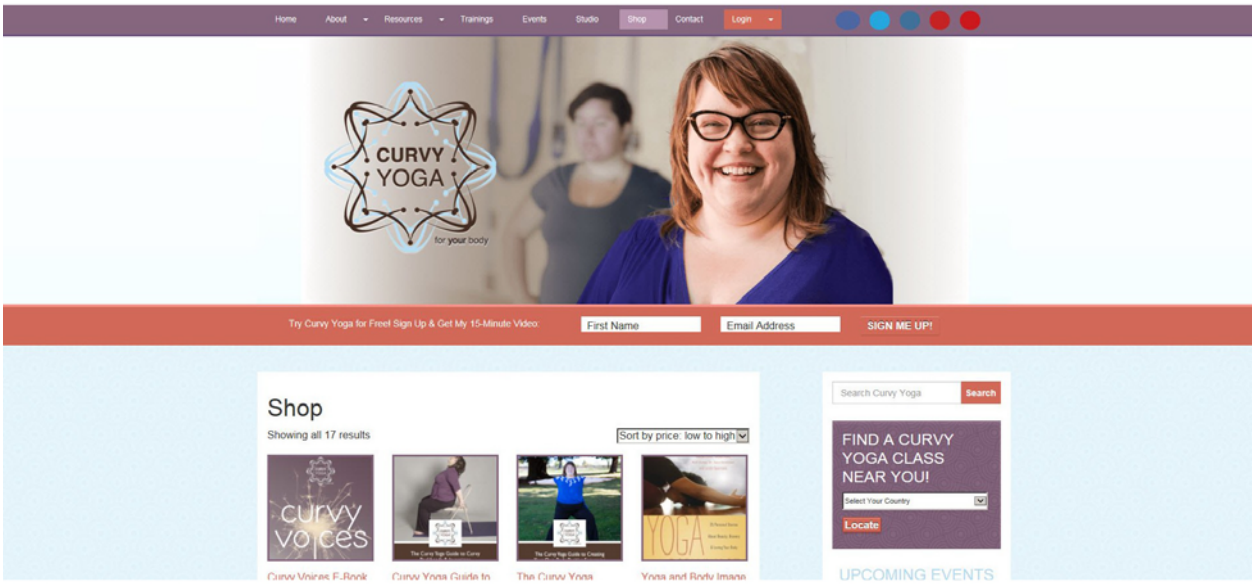

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UPCOMING EVENTS

There are no upcoming events at this time.

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Want to feel better without long a workout routine?

Discover the benefits of practicing Yoga throughout your day instead of trying to stick to a long, grueling workout routine.

Hatha Yoga is a 5,000 year old system for developing and maintaining health and wellness.

Now men are finding that this book can help them maintain an active lifestyle with strength, focus, balance, flexibility, and stress coping skills that Yoga offers. It's great as a stand alone guide or a

Click HERE to listen to an interview with Brian Thomas, WKRC, 550 AM Radio, Cincinnati, on

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guide or a complement to weekly Yoga classes.

January 11,2008.

You won't find pictures of pretzel-like, "Yoga models" in this book, just Roger Null, a 73 year old, former truck driver and several of his students, including co-author, Dan Erdman, in an easy to follow format.

For 35+ years, Roger has been teaching a few men (and lots of women) how they can maintain health and wellness with these simple, life changing techniques. As Roger says to his students, "Give it a try and ask yourself, How does it feel?" 180+ Pictures !

Click here to see Book Excerpts.

Click here to find out how to buy a copy.

Contact: Dan.Erdman.Music@gmail.com
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Upcoming Yoga Events

Roger currently teaches Yoga:

- Mondays @ Evendale Community Center, 6:30 PM (Open to public)
- Tuesdays @ Lakota YMCA, 7 PM (Open to public)
- Thursdays @ Lakota YMCA, 11 AM (Open to public)

Nothing but regular classes scheduled at this time. It's Golf Season, so Roger's headed out to the links!

Past Events

March 2011

March 19, 10 AM - 12 NOON- $50 (includes book)
Yoga & Golf Seminar
Blue Ash Recreation Center
4343 Cooper Road, Blue Ash, OH 45242 Google Map
Call the Center for Registration Details: (513) 745-6261
http://www.blueash.com

March 26, 10 AM - 12 NOON- $50 (includes book)
Yoga & Golf Seminar
Evendale Community Center
10500 Reading Road, Evendale Ohio 45241 Google Map
Call the Center for Registration Details: (513) 563-2247
http://www.evendaleohio.org/Pages/reccom

http://www.evendaleohio.org/Pages/reccom

February 2011

February 26, 10 AM - 12 NOON- $50 (includes book)
Yoga & Golf Seminar
Evendale Community Center
10500 Reading Road, Evendale Ohio 45241 Google Map
Call the Center for Registration Details: (513) 563-2247
http://www.evendaleohio.org/Pages/reccom

January 2011

January 15, 2-4 PM - FREE
Book Signing & New Year's Resolution Seminar
Book Bums Coffee Shop & Book Clubs
8992 Cincinnati-Dayton Road
West Chester, OH 45069
513-847-1471
http://www.bookbums.com

January 22, 10 AM - 12 NOON - $50 (includes book)
Yoga & Golf Seminar
Blue Ash Community Center
4343 Cooper Road
Blue Ash, OH 45242
(513) 745-6261
http://www.blueash.com

December 2010

So, if you know Roger, you might have heard him talk about how his family has genetic hip problems. Well, it finally caught up with Roger, so he had his right hip replaced in November. He flew through physical therapy and returned to teach his classes the first week of December! Now at age 77, all the PT's were amazed at his quick recovery. Want to feel better? Roger's got the ticket with Yoga and our book, Yoga & the 21st Century Man, Fitting Yoga Into A Busy Man's Life.