

## **Use of the Iyengar Name in Canada**

### **Background**

Sri B.K.S. Iyengar granted the Iyengar Yoga Association of Canada/Association canadienne de yoga Iyengar (IYAC/ACYI) the sole authority in Canada to certify Iyengar yoga teachers and to authorize teacher training programs in the Iyengar method.

At the request of Mr. Iyengar, steps have been taken to protect the use of the Iyengar name when used in association with yoga classes, workshops and training, and to protect the integrity of the Iyengar method in Canada.

The steps now in place include:

1. Establishing a rigorous certification process to ensure that certified teachers meet the standards set out by IYAC/ACYI for each level of certification;
2. Authorizing those qualified to be training teachers to provide approved Iyengar teacher training programs;
3. Establishing a Code of Ethics to guide certified teachers and to provide students with a form of consumer protection;
4. Implementing a Certification Mark system which verifies that certified teachers who use the Certification Mark are teaching members of IYAC/ACYI in good standing and have agreed to abide by the Code of Ethics;
5. Trademarking the Certification Mark, which can only be used by certified Iyengar teaching members of IYAC/ACYI under license from the Association; and
6. Trademarking the use of the Iyengar name in Canada when used in conjunction with yoga instruction, association services promoting the interests of yoga teachers, developing educational materials yoga instruction, and workshops and seminars for yoga instruction.

### **Interpretation**

#### ***Who may call themselves an Iyengar teacher?***

Only yoga teachers who have been certified by IYAC/ACYI (or have been certified in another country through another national Iyengar Association, or who have received a certification directly from the Ramamani Iyengar Memorial Yoga Institute (RIMYI) in Pune, India), and are teaching members in good standing with IYAC/ACYI, may call themselves Iyengar teachers. These members are also authorized to use the Certification Mark.

### ***What does it mean to be in good standing?***

The term in good standing as employed by B.K.S. Iyengar means that the certified teacher:

1. Teaches in the method set forth by B.K.S. Iyengar without mixing methods;
2. Receives continuing education from RIMYI or from an Intermediate or Advanced Iyengar teacher or teachers;
3. Agrees to and follows the Code of Ethics laid out by B.K.S. Iyengar; and
4. Pays annual dues to their national Iyengar association and pays the annual certification mark fees.

### ***When is it authorized to use the Iyengar name?***

Only certified teachers who are members in good standing of IYAC/ACYI or their national Iyengar associations may use the term Iyengar in association with yoga.

For a studio to use the name Iyengar in the name of the studio, permission must be requested from RIMYI.

Non-certified teachers may not use or advertise the terms Iyengar Yoga, Iyengar style, or Iyengar influenced or similar words that could imply that they are certified to teach Iyengar yoga in classes, teacher training, workshops and the like. They may not use the name Iyengar in any form of business communication, advertising on websites, or for any financial gain.

Non-certified teachers who have studied with Iyengar teachers may indicate in their biographical information the factual information about that study, and they may acknowledge while teaching that a certain way of teaching is drawn from their experience with Iyengar yoga.

### ***What is the status of an Iyengar certified teacher who is not a member in good standing with IYAC/ACYI?***

Once a certification has been awarded B.K.S. Iyengar has stated that it cannot be withdrawn. However, a certified teacher who is not a teaching member in good standing of IYAC/ACYI is not able to use the term Iyengar to describe her/his studio, classes, workshops or any training provided. This person cannot use the Certification Mark. Their certification would simply be a part of their biographical information.

If a person has been certified in the Iyengar method at any time in the past, but is not a current teaching member in good standing of IYAC/ACYI, she/he is able to include as a factual statement in her/his biographical information that she/he is certified in the Iyengar method. That statement would be part of their personal background information.

***Can a studio operated by a certified teacher also offer classes in other yoga methods of instruction?***

A studio that has the name Iyengar in its name may only offer classes in Iyengar yoga.

However, a studio that is owned by an Iyengar certified teacher(s) that does not have Iyengar in its name may also offer classes in another method of yoga if those classes are not taught by an Iyengar certified teacher.

An Iyengar yoga certified teacher who is a member in good standing may teach Iyengar yoga in another studio that teaches other methods of yoga as long as that Iyengar teacher only teaches Iyengar yoga at that studio.

April 2015