



A Registered
Trademark

MEDIA GUIDELINES FOR *Sisterlocks*® TRADEMARK

The Sisterlocks name is registered with the US Patents and Trademark office in the categories of hair care services (i.e. salons), training, products and accessories. The following guidelines will help ensure that any use of this name or reference to authorized individuals representing this name, remain consistent with protections provided by federal law. These guidelines apply to print, electronic (i.e. internet), television, radio and other voice media.

In Print and Electronic Media, the name “Sisterlocks” should be accompanied by the “TM” or ® symbols, or the words “A Registered Trademark”: (Sample)

Sisterlocks™

Sisterlocks®

Sisterlocks A Registered Trademark

All inquiries about the Sisterlocks system, nationally or internationally, should be directed to the Home Office in San Diego. (2043 El Cajon Blvd., San Diego CA 92104 Phone (619) 291-5116 Web site: www.sisterlocks.com)

All individuals representing Sisterlocks in print, electronic (i.e. internet), television, radio or other voice media should be authorized representatives ONLY. These may be:

- Certified Sisterlocks Consultants
- Certified Training Associates
- Associate Trainer
- Home Office employees and/or representatives
- Master Trainers

Authorized representatives must advertise under their own business name, and indicate their official relationship to Sisterlocks. No advertising may be done in a way that creates confusion about ownership of the Sisterlocks system or business, Home Office responsibilities, etc.

When listing credits for styling Sisterlocks (i.e. in magazines) indicate title or affiliation with Sisterlocks. For example:

- **Stylist** - (Name of Individual), Certified Sisterlocks Consultant
- **Salon** - (Individuals, rather than salons, are authorized to represent Sisterlocks. To avoid confusion when listing salons where Sisterlocks representatives are working, also list Home Office contact information for general questions about Sisterlocks)

Sisterlocks®

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Guidelines updated April 2014 and valid until superseded by
Trademark owner Dr. JoAnne Cornwell