

ETHICAL AGREEMENT - OLDPAIN2GO®

I, Steven Blake, am the owner of the Brand and Registered Trade Mark - OldPain2Go® and this is a Trading Name representing The Blake Methodology and Intellectual Property. #OldPain2Go and #BrainBargaining are also registered to me as hashtags. OldPain2Go Ltd is a Limited Company in the UK. Registration number: 11216162

The OldPain2Go® brand has been designed to enhance what you do and increase the amount of work you get because of it. The brand needs to remain to be seen as the great asset it is and therefore these guidelines are to protect all of us who wish to use it from the effects of misuse or those who will bring the brand into disrepute.

When signed by you this agreement and adherence to these guidelines entitles you to the use of the OldPain2Go® brand. **You cannot use the brand without this agreement in force.**

This agreement can be withdrawn at any time (pending assessment). The decision taken following assessment will be final after which point, if withdrawn, you would only be entitled to state that you have "Certification of Completion" of Training in OldPain2Go® – You would no longer be an OldPain2Go® Practitioner or be allowed any use of the OldPain2Go® brand. You would of course be able to continue using the technique.

You are agreeing to all the following:

1. When using this Methodology, you will make clients aware that the process is called OldPain2Go®. If you add other techniques or methods to the treatment you will make that clear to them.
2. You will not make claims that OldPain2Go® can heal any illnesses.
3. You will not make any statement that makes it appear your business is called OldPain2Go® or that you work for OldPain2Go® or that you have a designated locality for OldPain2Go®.
4. Web Names, Facebook page names and any other naming of contact or viewing places will be clear in the use of the OldPain2Go® brand so that visitors will understand this is a methodology you use and not be drawn to make the assumption this is a business or franchise owned by you. OldPain2Go® should only be used after the / in a Web Name. The use of www.oldpain2go. (plus any extension) is not permitted and would infringe copyright even by purchasing it.
5. Wherever possible, add the registered mark ® (Format/Font/Superscript) after the name OldPain2Go®. You can get the ® by holding the Alt key whilst typing 0174, then release Alt.
6. To be consistent with the brand the font we use is Frutiger. You can download the font free at <https://www.download-free-fonts.com/category/frutiger-fonts-family>. If you cannot use it for any reason find something similar in appearance. Frutiger Next LT was used for this document. In adverts and other work, we also use Frutiger BQ, Frutiger Linotype & Frutiger 65.
7. The full logo for your use is "Steven Blake's OldPain2Go® Methodology" under which is the statement "Certificated Practitioner".
8. For different languages, you may replace "Certificated Practitioner" for a translation that is as close as possible to that meaning.

9. OldPain2Go® will always appear as that (note the use of capitals for each part of it and no spaces between, plus it is a number 2). Any translations of OldPain2Go® will appear below it and must be cleared with Steven or Trudy. There is an agreed one in Spanish that translates as “Goodbye to Old Pain” and has been agreed as being better than the literal translation. Please ask.
10. “Pain Reduction or Removal” is an acceptable statement. Please ensure the placing of it and font size does not replace or dominate the OldPain2Go® Brand name. “Pain Elimination” is no longer deemed suitable and is also being used widely by others.
11. You are NOT allocated a region or area - you can state where you work. You cannot claim a region as though all the work in it should come to you. OldPain2Go® Lincolnshire, for example, would imply you are a business called OldPain2Go® and have a franchise for the whole of Lincolnshire. Both of those statements would be misleading and unfair to fellow Practitioners.
12. You may work in any country and also help clients over Skype or similar. Please be aware of rules and regulations in other countries that may affect your trading.
13. What you charge clients is up to you. Please be aware that you will rarely see a client for more than one session so need to cover the cost of continually getting in new clients. Also understand that the alternatives to this would cost the client many sessions, possibly without long term results. Typically, Practitioner charges per session exceed £100. To be fair to clients and other Practitioners, any discounts you offer should be clearly stated with the reason.
14. Deliberate undercutting of prices to win work from others will not be tolerated. Nor will poaching of customers on Facebook or other media. It is totally unprofessional. Other qualified OldPain2Go® Practitioners are not your competitors – untrained or dabbling therapists are – make sure you don’t add to those by giving away too much information.
15. You represent a visible face of OldPain2Go® as a Practitioner, be aware that all you say and do will have an impact. The Closed Facebook Group is there for discussion of anything that could otherwise appear negative if discussed in public.
16. You must not represent OldPain2Go® to the media or in interviews and need to be aware that TV, Radio and Newspapers are more likely to look for a negative slant than a good one. Do not be taken in by it. If you do get interviewed, represent only yourself - not the brand. We are not ready yet for the Media to get hold of this, we will be when there are many hundreds more of us.
17. You are not authorised to teach OldPain2Go®. This is a unique methodology and sharing parts of it does a disservice to all of us. People who are not suitably trained will dabble in it and then when they don’t see results will “bad mouth” the whole concept (as will their clients). To fully train someone in OldPain2Go® would infringe all my copyrights and steal years of effort and thousands of pounds worth of investment.
18. Encourage others to get authorised OldPain2Go® Training, just as you have, because it will help you get more work, rather than harm your business, and it makes it harder for the unethical plagiarists to break into this line of work.

19. You may demonstrate pain removal on a client in front of an audience as long as it is NOT done in a training context and that no accompanying explanations are given of the methodology. Keep the explanations to a minimum of what you tell the client and audience during the demonstration. Do not plan demonstrations in excess of an hour duration.
20. You may give a group talk about what YOU do in your locality for potential clients. Keep to overall statements of capabilities and results, client care and that even though it seems simple on the surface it is the depth of understanding that makes it so effective.
21. Do NOT represent OldPain2Go® at major events.
22. If you wish to video a session for public display please think clearly about why you are doing it, what it needs to achieve, and who the target audience is. Videos that explain the whole process are not permitted, and would not help you, your business, clients, or the other Practitioners. The best videos would show the client before and after, with a caption in between, stating the OldPain2Go® process took place. Please ensure you have the client's permission to show it publicly.
23. I do not franchise training, areas, or charge for training the Trainers. I will select Trainers who I believe are doing a great job with clients, are skilled at training and demonstrate that they are an asset to the brand – I will also select the appropriate timing. I cannot promise anyone that they will become a Trainer. Anyone who does become a Trainer has no exclusivity of area, or over the number of other Trainers I authorise. Trainers pay a registration fee per trainee (currently £60). Any Trainer teaching OldPain2Go® outside of registering all trainees breaches their agreement, and their right to train OldPain2Go® would be terminated. Anyone teaching OldPain2Go® as a Practitioner will lose the right to OldPain2Go® Practitioner status and legal proceedings will be taken for copyright infringement.
24. If you are asked to Train other people in any other pain methodology please contact me to discuss it before agreeing. Training OldPain2Go® or any technique based on The Blake Methodology® will be deemed as unauthorised training of OldPain2Go® and will terminate this contract and the terms of use of the Brand.
25. I will prosecute in all deliberate cases of brand theft or misappropriation.
26. You will have membership of the OldPain2Go® Closed Facebook Group for Practitioners. This will be an invaluable asset for keeping up to date with all the latest advances and the interaction and sharing of ideas with other Practitioners. It has a great atmosphere of help and support rarely seen elsewhere. We ask you to maintain that ethos. Materials from that group must not be made available to anyone outside of it. This is the place to ask questions and get them answered so that everyone learns from each posting. Aggressive posts will be deleted. Always report offensive posts (click on the "... " at the right-hand side of the post and select report).
27. You may advertise your services on Facebook or anywhere appropriate. We do NOT allow any adverts on the Closed Facebook Practitioner Group page except for the listings of ALL the Training Events that are planned, or Official OldPain2Go® events.
28. Whilst this methodology can be done with a client very quickly, this should not be over emphasised, or it may be seen just as a "quick fix". The reality is that this methodology is one of the few that usually deals with the cause.
29. This agreement entitles you to a FREE entry on the OldPain2Go® Website Register of Practitioners <https://oldpain2go.com/practitioners>, where you can display your contact details

and location. To send us your details please **ONLY** use the web-based form at <https://oldpain2go.com/praclist>. Guidance is on that page, please take great care in entering your details correctly and in the format asked for. It is suggested that you make sure that potential OldPain2Go® clients landing on your Facebook or Website find it very clear that OldPain2Go® is on offer and how to contact you for it!

30. Logos are available in the Photos section of the Facebook closed group page or at <https://oldpain2go.com/logos>. Other things you may need are in the files section (see top left-hand corner of the page on a normal computer screen (may be in a different place on mobile phones, etc.)). Training Videos are available in the Albums section. Anything you need that is not there, please just ask in the group.
31. Please note the colour scheme and the use of different parts of the logo in blue or green. Other versions of Logos are available including black backgrounds.



32. Do NOT alter the logo or remove any part of it. The whole of it is the registered Trade Mark.

Please check with Steven Blake or Trudy Randall before doing anything you are unsure of. We are not here to catch you out; we are here to help you make the most of the Brand and be the best you can at helping people out of pain.

SIGNED AGREEMENT

I agree to the guidelines in this Ethical Agreement Document.

Trainee Name:

Date:

Signature: