

## **Guidelines for the Registered Service Marks WALDORF, WALDORF-INSPIRED, RUDOLF STEINER, and STEINER, and the Service Mark PUBLIC WALDORF**

### **Background**

WALDORF, WALDORF-INSPIRED, RUDOLF STEINER, and STEINER are internationally known Marks for anthroposophically inspired education. In the United States the Association of Waldorf Schools of North America (AWSNA) is the owner of the registered marks WALDORF, WALDORF-INSPIRED, RUDOLF STEINER, and STEINER, and the responsible party for the service mark PUBLIC WALDORF. In Canada AWSNA is the owner of the WALDORF and RUDOLF STEINER registered marks.

The WALDORF mark was first used in Germany in 1919 with the start of the first Waldorf School. The mark has been used in the United States since 1928. As the work of Rudolf Steiner and WALDORF Education spread, RUDOLF STEINER and STEINER became marks associated with Waldorf Education. The Bund der Freien Waldorfschulen (Bund) is the world-wide owner of the WALDORF, RUDOLF STEINER and STEINER marks outside of the United States. The BUND and AWSNA, as stewards of the marks, work closely together for the protection of the marks and the precise pedagogy and teacher training which the marks have come to symbolize. AWSNA has an agreement with the Alliance for Public Waldorf Education on the Public Waldorf service mark.

### **Who is allowed to use the registered marks?**

Only members of AWSNA, Waldorf Early Childhood Association of North America (WECAN) institutes (that do not intend to have grades teacher training), or stand-alone early childhood programs which are Full Members of WECAN (that do not intend to add grades) are authorized to use the Registered Marks as trademarks, service marks or trade names in accordance with the AWSNA and WECAN Shared Principles and Paths to Membership.

- Only an AWSNA member, a Full Member of WECAN (that does not intend to add grades) or a WECAN member institute (that does not intend to have grades teacher training) may use the Registered Marks in its name such as:
  - The Waldorf School of Mendocino County
  - Rudolf Steiner School of Ann Arbor
  - Waldorf Teacher Education Eugene
  - Boulder Waldorf Kindergarten
  
- Only an AWSNA member, a Full Member of WECAN (that does not intend to add grades), or a WECAN member institute (that does not intend to have grades teacher training) may describe its program or curriculum as a Waldorf School or Institute or as using a Waldorf curriculum, e.g.:
  - Spindewood is a Waldorf early childhood program
  - Rudolf Steiner College is a Waldorf Teacher Education institute
  - A description of Waldorf Education or website page entitled Waldorf Education

### **What references can be made to Waldorf, Waldorf-Inspired, Rudolf Steiner, and Steiner by those who are not AWSNA or Full WECAN members (that do not intend to add grades)?**

AWSNA and its members appreciate and encourage the adoption of aspects of the pedagogy of Waldorf Education into other educational models and school and teacher training settings, both public and private. However, schools or teacher training institutes that are not members of either association may not call themselves “Waldorf” schools or institutes or use the Service Marks to describe the education.

- Those who do not fall into a category above or do not have an explicit license may only use the Marks *in text to make factual statements* about their pedagogical practices. For example, a non-member may say, in text:
  - ABC School’s curriculum is inspired by Waldorf Education.
  - ABC School follows many of the teachings of Rudolf Steiner
  - 12 of our teachers at ABC School have received training from member institutes of AWSNA
- Those who do not fall into a category above or do not have an explicit license may not use the Marks to *describe* the school or program, including in ads and directories (unless stated as above, in text). For example but not limited to:
  - describing part of a program of the school as a Waldorf program
  - in the name of the school
  - as part of a domain name
  - as a tag line to the name of the school, such as “ABC School, a Waldorf-Inspired School”.

There are some common phrases that are likely to lead to confusion. For instance, "Waldorf teacher" is ambiguous. The phrase could refer to a teacher who is fully certified from a Waldorf Teacher Education institute. But it could have a variety of other possible meanings, such as a teacher who had merely read some of the writings of Rudolf Steiner or who had taught in a Waldorf school. Because of the different possible meanings of "Waldorf teacher," it is preferable to use "Class teacher" or "Handwork teacher," or other such specific descriptions.

### **Who can use the service mark Public Waldorf?**

The Alliance for Public Waldorf Education can use the service mark PUBLIC WALDORF, and their members may indicate that they are members of the Alliance.

### **Why is protection of the mark “Waldorf” important?**

The purpose of protecting a mark is to ensure clarity of the meaning for the “public”. The intention of stewarding the marks “Waldorf,” “Waldorf-Inspired,” “Steiner,” and “Rudolf Steiner” is to keep the meaning clear on behalf of this education.

**Note:** These guidelines include examples of misuses, as well as permitted usage, of the terms WALDORF, WALDORF-INSPIRED, STEINER, and RUDOLF STEINER. They are not a definitive statement of all possible misuses, and the Association may modify them from time to time as necessary.

### **If we have questions, whom should we contact?**

If there is any question about mark usage please contact Melanie Reiser, AWSNA Executive Director of Membership at [mreiser@awsna.org](mailto:mreiser@awsna.org).