

Guidelines for the WALDORF, RUDOLF STEINER, and STEINER Trademarks and Service Marks (Marks)

Background

WALDORF, RUDOLF STEINER and STEINER are internationally known Marks for a specific method of education. In the United States the Association of Waldorf Schools of North America (AWSNA) is the owner of the WALDORF, RUDOLF STEINER and STEINER 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 methods of education and teacher training which the Marks have come to symbolize. AWSNA has agreements for membership and use with the trademark/service mark holders in Canada and Mexico.

Who is allowed to use the Marks?

Only members of the Association of Waldorf Schools of North America or early childhood programs that are members of the Waldorf Early Childhood Association of North America (WECAN) are authorized to use the Marks as trademarks, service marks or trade names in accordance with the AWSNA and WECAN Shared Principles and Paths to Membership.

- Only an AWSNA or WECAN member may use the Marks in its name such as:
 - The Waldorf School of Mendocino County
 - Rudolf Steiner School of Ann Arbor
 - Eugene Waldorf Teacher Education
- Only an AWSNA or WECAN member may describe its school or curriculum as a Waldorf School, e.g.:
 - Spindlewood is a Waldorf early childhood program
 - Rudolf Steiner College is a Waldorf teacher education institute

What references can be made to Waldorf and Rudolf Steiner and Steiner by those who are not members of AWSNA or WECAN?

AWSNA and its members appreciate and encourage the adoption of aspects of the methodology and pedagogy of WALDORF Education into other methods of education and school settings, both public and private. However, schools that do not meet the criteria for a Waldorf education as members in AWSNA may not call themselves “Waldorf” schools or use the Service Marks to describe the method of education.

- Non-members of AWSNA may only use the Marks *in text to make factual statements* about their methods of education or their teachers. 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
- Non-members of AWSNA 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".

Why is it important to the public that schools follow these requirements?

All prohibited uses of the Marks by non-members create a likelihood of confusion among parents and students who may believe that the schools are offering a WALDORF Education following the indications of Rudolf Steiner and the Shared Principles of AWSNA when they are not. As such, the improper use of the Marks may constitute trademark or service mark infringement and false advertising.

If we have questions, whom should we contact?

If there is any question about whether the Mark usage is correct, please contact Frances Kane, Leader of Association Administration at fkane@awsna.org.

Note:

These guidelines are just guidelines and not a definitive statement of all possible misuses of the terms WALDORF and RUDOLF STEINER. The Association will continue to develop these guidelines and may modify them from time to time as necessary.

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.

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