

Back in my ATM -room after the summer brake and after two months of following " the trademark saga " a poster on my wall stands out in a new light. I bought the poster in July - 84 in the Israel Museum in Jerusalem. It exhibits archeological findings of the development of the alphabet during 3 500 years of handwriting history. It is simply 18 rows of symbols one under the other. Two of my favorite letters from the oldest row - the proto-Canaanite script found in Sinai (1 500 B C E) are suddenly telling me new things. One, later named Kaf -meaning the palm of the hand in Hebrew - is shown in the proto-Canaanite handwriting clearly as the shape of a hand with 4 fingers . My other favorite, later named Ayin - eye in Hebrew - is formed as an oval circle with a dot in the middle. In the bottom of the poster, after centuries of different stages of development of the Hebrew and Arameic alphabets, are the Greek, Latin an classical Arabic.

It is not hard to follow the Kaf/ hand development during generations of mankind down to the Latin script I use now as the letter K. The Latin and Greek K's origin can not be mistaken seeing the many examples with the different scripts although they now are turned over 90 °. Nor is it hard to follow the Ayin/ eye sign down to the Latin and Greek letter O. Both letters change shape in modern Hebrew but are clear in Latin tracing back to their origin? in another culture. So far for the foundation of teaching by script.

My thoughts drifts to our continuing discussion of securing one of the teachings of the language of thought, namely the Feldenkrais method, arguing of the protection of communication, wisdom and knowledge with small signs or letters as ® and ™

Steve Corrick ,in Feldigest 98 / 50, a graduate from Amherst and a man of the books, again brought out the fears now seen from the point of view of the public eye. I read his note and went back to turn over the pages in the FGNA pamphlet of educational materials listing audiotapes for sale.

Here is another stage of human development of communication brought forward, the recordings of oral teaching that Moshe Feldenkrais mastered as few. In the catalogue I find briefings of the contents of the different series of ATM lessons that are marketed . I understand that the texts in the catalog under the different tapes as originally written for the use of the common public as a table of contents. Maybe I am mistaken here.

From the 5 ½ pages of material I have picked a few lines to make my point (I hope!) and save space in the Felddigest , hoping that you can view the rest by yourself. I read;

1/ Feldenkrais at home ™

Rediscover the Natural Way to Move Your Body..... 6 relaxing exceptionally clear and easy to follow movement lessons.....

2/ R & R wherever You are ™

EnJAW yourself and get HIP!four Awareness Through Movement Lessons.....

3/ Relaxercise™ (the ™ sign is omitted in the catalogue)

.....Relaxercise is a comprehensive series of 12 audiotaped lessons each 25 minutes. Each tape addressing a different part of the body and includes information to help you maintain health, comfort and relaxation in each area.....One of the most valuable aspects of Relaxercise is its focus on unhealthy sitting posture.....Relaxercise dissolve poor neuro muscular habits and makes stress free movements easy and natural.

the book Relaxercise ™ (the ™ sign is omitted in the catalogue) is introduced that it contains Awareness Through Movement lessons

4/ The Intelligent Body® volume 1 & 2

a comprehensive practical guide to the Feldenkrais method

5/ The Intelligent Body -dealing with Back Pain R

a unique programmebased on the Feldenkrais method

6/ The Intelligent Body - TMJ ®

..using precise programmed movement, based on principals of sensory-motor learning

7/ The Intelligent Body - the better driving tape®

8/ Feldenkrais in the water ™

..Freedom for the Shoulders, Hip Mobility, Flexible Feet and Pelvic Clock.....

9/ Feldenkrais in the classroom®

.....Feldenkrais Awareness Through Movement Lessonsdeveloped by.....

10/ The Intelligent Body Moving from Pain into Pleasure ®

.....five short Feldenkrais lessons designed for.....

Trademarks and the public eye

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11/ The embodied life TM

these twelve ATM lessons are designed to.....

12/ The intelligent Body® volume 3

.....12 advanced Awareness Through Movement lessons.....

In less than half a generation we (the public eye) can see an unique development of originality that has to be protected by the owners of these marks. All of them Guild Certified Feldenkrais Practioners, some of them Feldenkrais trainers.

My simple questions to those who know and understand more than me about this are;

Does it exist an inflation in ® and TM among practitioners in USA?

Are my 12 examples listed above with ® and TM a protection of what we call "handwriting" ?

How then shall the public differentiate the teaching of one ® or TM from the other and finally from the original Awareness through Movement® that is the source of our concern?

My last question is.

What should have happened to mankind and communication if the Canaanites living approximate 140 generations ago, had used the same commercial system to protect their original OK ?

What do you say?

Eva Laser

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PM:

I left this some days on the desktop and meanwhile by chance came to reread what Moshe Feldenkrais wrote in his book Awareness through Movement with the heading "Strata of Development" PP 25. I recommend it to be read as a part of this discussion.