

**ProactiveHealth® Initiative ◇ Help ◇ Teach ◇ Delight**

*Help people experience healthier happier purposeful lives*

*Teach ProactiveHealth® skills for meaningful health improvements*

*Delight with engaging stories ◇ poetic imagery ◇ music ◇ artworks*

*ProactiveHealth® Skills are enjoyable mind-body activities with scientifically proven health benefits*

**Move Breathe Smile® ◇ Stress Relief**

*Slow Moves; Full Deep Breaths; Calm Awareness; Embodied Contemplation; Relax and Energize*

*Benefits: Stress Management; Alleviate Hypertension; Regulate Blood Pressure; Improve Respiration*

*Science: Coherent breathing patterns regulate autonomic nervous system as a relaxation response (Harvard Medical)*

**Silken Strength® ◇ Immunity Enhancement**

*Graceful Motions; Gentle Stretches; Sequential Squeezing; Soft Tapping Brushing*

*Benefits: Immunity Enhancement; Alleviate Arthritis Stiffness Soreness; Move Freely; More Vitality*

*Science: Enhance Lymph flow thru Interstitium to nodes that remove bacteria; toxins; pathogens; abnormal cells*

*Interstitium just 'discovered' as our largest organ; unitary structure; function for lymphatics (NYU Medical 03-27-2018)*

**Osteotap® ◇ Bone Vitality**

*Ultra-gentle, Gentle, Brisk Tapping Sequences; Self-applied Lateral Osteogenic Loading; No Impact on Joints*

*Benefits: Builds Cortical and Spongy Bone Vitality; Site-specific Bone Strengthening; Vibrations feel Great*

*Science: Enhanced blood flow creates bone tissue growth; Mechanically applied vibrations generate stem cells (NIH)*

**Senior Living Leadership Teams**

*Active older adults demand innovative programs for real health improvements and enhanced vitality*

*Residents may be a captive audience and deserve purposeful activities beyond bingo and balloon toss*

*We certify your staff to lead ProactiveHealth® Skill Activity Programs; You train caregivers as coaches*

*Health Education Services Agreements bring ProactiveHealth® Programs to your communities soon.*

*Call to discuss an action plan to help and teach your residents delightful skills for healthier happier lives*

**Enterprise Qualifications confirm our Authoritative ProactiveHealth® Program Content**

**Evidence-based Health Outcomes ◇ Harvard Medical Lifestyle Medicine Principles**

**Please Contact Founder and Director Michael Dauria** (Captain USMCR, Retired)

**ProactiveHealth® Initiative ♦ Help ♦ Teach ♦ Delight**

**Help people experience healthier happier purposeful lives**

**Teach ProactiveHealth® skills for meaningful health improvements**

**Delight with engaging stories ♦ poetic imagery ♦ music ♦ artworks**

**Ten USPTO Trademarks awarded to protect integrity and value of our exclusive intellectual properties and products**



#### PROACTIVEHEALTH

**Goods and Services** IC 041. US 100 101 107. G & S: Educational services, namely, conducting classes, lessons of instruction, courses of instruction, training programs, learning sessions, coaching, training and demonstrations in use of equipment, conferences, workshops and webinars, for older adults and seniors retire from the workplace, all in the field of health promotion, stress management, proper nutrition, illness prevention, self-management of chronic conditions, wellness, fitness, mind-body exercise, improving vitality, mind-body activities, meditative movements along with services, strategies and solutions for learning a healthy lifestyle and publishing and distributing educational materials in connection therewith.

**FIRST USE:** 20090916. **FIRST USE IN COMMERCE:** 20090916

**Standard Characters Claimed**

**Mark Drawing Code** (4) STANDARD CHARACTER MARK

**Serial Number** 86726153

**Filing Date** August 15, 2015

**Current Basis** 1A

**Original Filing Basis** 1A

**Date Amended to Current Register** April 12, 2016

**Owner** (APPLICANT) Health Education Services LLC AKA HES LLC LIMITED LIABILITY

COMPANY CONNECTICUT Suite 240 222 Main Street Farmington CONNECTICUT 06032

**Type of Mark** SERVICE MARK

**Register** SUPPLEMENTAL

**Live/Dead Indicator** LIVE

#### MOVE BREATHE SMILE

**Goods and Services**

IC 041. US 100 101 107. G & S: Educational services, namely, conducting classes, lessons, courses, curricula, seminars, programs, learning sessions, trainings, demonstrations, conferences, workshops, webinars, electronic media audio-video presentations in the field of health, illness prevention, self-management of chronic conditions, wellness, fitness, mind-body exercise, mind-body activities, alleviating hypertension, improving bone vitality and learning a healthy lifestyle and publishing and distributing educational materials in connection therewith.

**FIRST USE:** 2009 09 16. **FIRST USE IN COMMERCE:** 2009 12 15

**Standard Characters Claimed**

**Mark Drawing Code** (4) STANDARD CHARACTER MARK

**Serial Number** 86675921

**Filing Date** June 26, 2015

**Current Basis** 1A

**Original Filing Basis** 1A

**Published for Opposition** November 17, 2015

**Registration Number** 4895255

**Registration Date** February 2, 2016

**Owner**  
(REGISTRANT) Health Education Services LLC AKA HES LLC LIMITED LIABILITY COMPANY CONNECTICUT Suite 240 222 Main Street Farmington CONNECTICUT 06032

**Health Education Services Agreements allow adult living providers to offer our engaging ProactiveHealth® Programs**

**Utilize our Intellectual Properties in Community Activity Sessions; Lifestyle Enrichments; Open-House Demos**

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**ProactiveHealth® Initiative ♦ Help ♦ Teach ♦ Delight**

**ProactiveHealth® Skill Ingredients fuse collective wisdom; latest medical science; delightful engagement**  
**Silken Strength activities enhance lymph flow through 'Interstitium' discovered by NYU Medical March 27, 2018**



#### **SILKEN STRENGTH**

##### **Goods and Services**

IC 041. US 100 101 107. G & S: Educational services, namely, conducting classes, sessions, lessons, courses, seminars, programs, trainings, demonstrations, conferences, workshops, webinars, electronic media audio-video presentations in the field of health, illness prevention, injury prevention, exercise, wellness, fitness, mind-body exercise, self-management of chronic conditions, improving strength of connective tissues, joints, fascia, tendons, ligaments, bone vitality and learning a healthy lifestyle and publishing and distributing educational materials in connection therewith.

**FIRST USE: 20100814. FIRST USE IN COMMERCE: 20100814**

##### **Standard Characters Claimed**

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 86303945

Filing Date June 9, 2014

Current Basis 1A

Original Filing Basis 1A

Published for Opposition February 24, 2015

Registration Number 4734352

Registration Date May 12, 2015

##### **Owner**

(REGISTRANT) Health Education Services LLC AKA HES LLC LIMITED LIABILITY COMPANY CONNECTICUT Suite 240 222 Main Street Farmington CONNECTICUT 06032



#### **OSTEOTAP**

##### **Goods and Services**

IC 041. US 100 101 107. G & S: Educational services, namely, conducting classes, lessons, courses, seminars, programs, trainings, demonstrations, conferences, workshops, webinars, electronic media audio-video presentations in the field of health, illness prevention, wellness, fitness, mind-body exercise, improving bone vitality and learning a healthy lifestyle and publishing and distributing educational materials in connection therewith.

**FIRST USE: 20100814. FIRST USE IN COMMERCE: 20100814**

##### **Standard Characters Claimed**

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 86267828

Filing Date April 30, 2014

Current Basis 1A

Original Filing Basis 1A

Published for Opposition January 20, 2015

Registration Number 4715021

Registration Date April 7, 2015

##### **Owner**

(REGISTRANT) Health Education Services LLC AKA HES LLC LIMITED LIABILITY COMPANY CONNECTICUT Suite 240 222 Main Street Farmington CONNECTICUT 06032

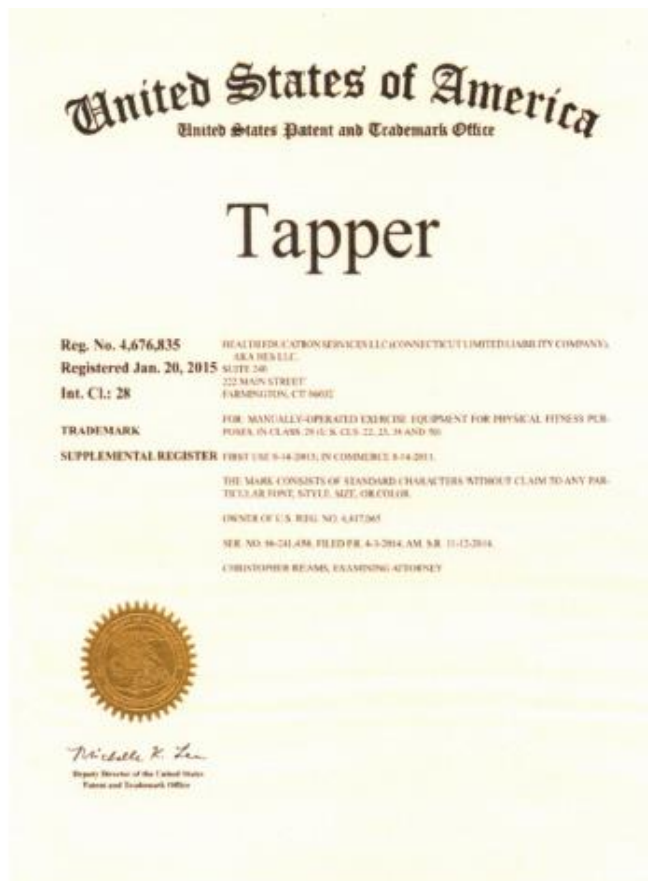
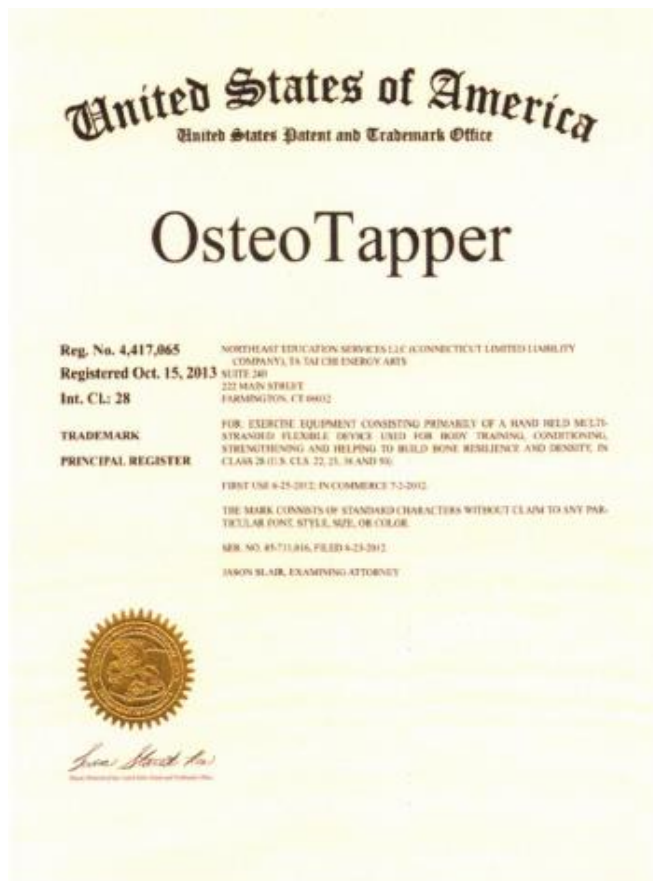
**Co-branding Options; Enterprise Arrangements; Onboard training staff may use our Suite of Learning Resources**  
**Delightful ProactiveHealth® Skills; mind-body activities; evidence-based; real and meaningful health improvements**

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**ProactiveHealth® Initiative ♦ Help ♦ Teach ♦ Delight**

**ProactiveHealth® Products Osteotapper®; Osteovibe® Tapper® Self-applied Devices to build Bone Vitality**



#### OSTEOTAPPER

##### Goods and Services

IC 028. US 022 023 038 050. G & S: Exercise equipment consisting primarily of a hand held multi-stranded flexible device used for body training, conditioning, strengthening and helping to build bone resilience and density.

**FIRST USE: 20120625. FIRST USE IN COMMERCE: 20120702**

**Standard Characters Claimed**

**Mark Drawing Code** (4) STANDARD CHARACTER MARK

**Serial Number** 85711016

**Filing Date** August 23, 2012

**Current Basis** 1A

**Original Filing Basis** 1A

**Published for Opposition** July 30, 2013

**Registration Number** 4417065

**Registration Date** October 15, 2013

**Owner**

(REGISTRANT) Northeast Education Services LLC TA Tai Chi Energy Arts LIMITED LIABILITY COMPANY CONNECTICUT Suite 240 222 Main Street Farmington CONNECTICUT 06032

#### TAPPER

##### Goods and Services

IC 028. US 022 023 038 050. G & S: Manually-operated exercise equipment for physical fitness purposes. **FIRST USE: 20130814. FIRST USE IN COMMERCE: 20130814**

**Standard Characters Claimed**

**Mark Drawing Code** (4) STANDARD CHARACTER MARK

**Serial Number** 86241438

**Filing Date** April 3, 2014

**Current Basis** 1A

**Original Filing Basis** 1A

**Date Amended to Current Register** November 12, 2014

**Registration Number** 4676835

**Registration Date** January 20, 2015

**Owner**

(REGISTRANT) Health Education Services LLC AKA HES LLC LIMITED LIABILITY COMPANY CONNECTICUT Suite 240 222 Main Street Farmington CONNECTICUT 06032  
**Prior Registrations** 4417065

**Ultra-Gentle Osteobrush™ Tapper® used to Stimulate Interstitium for Immunity Enhancement**

**Proprietary ProactiveHealth® Osteobrush™; Osteotapper® products exclusively for program participants**

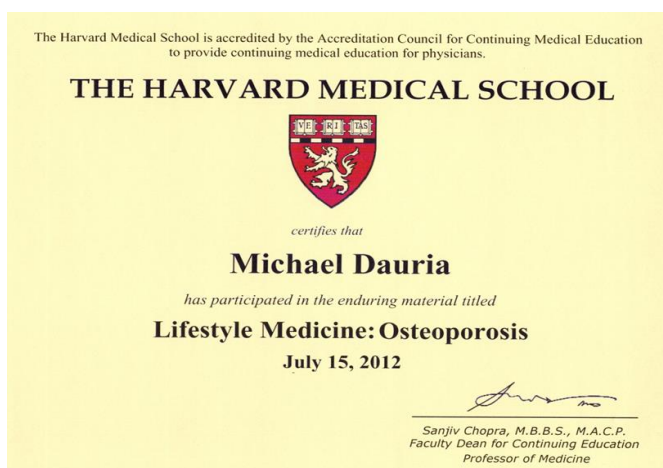
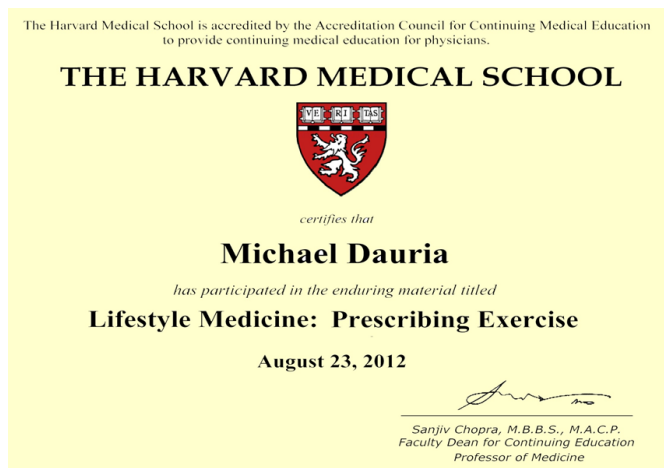
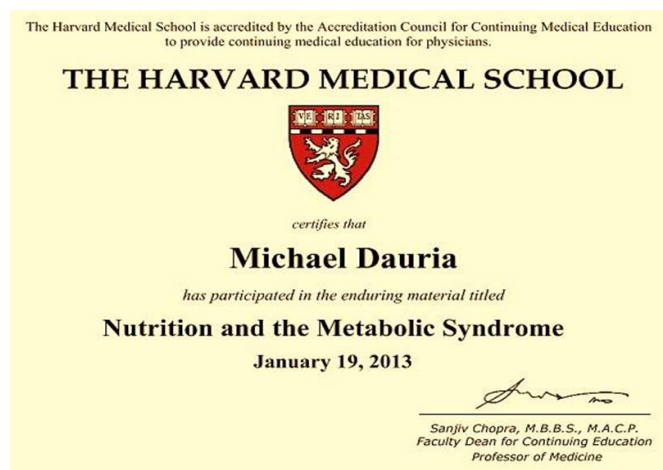
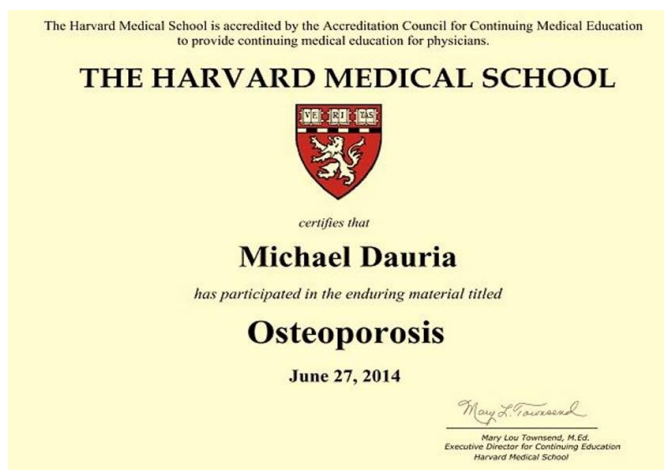
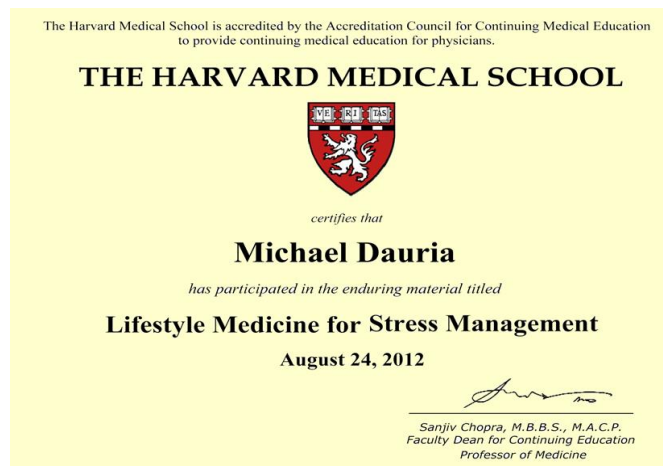
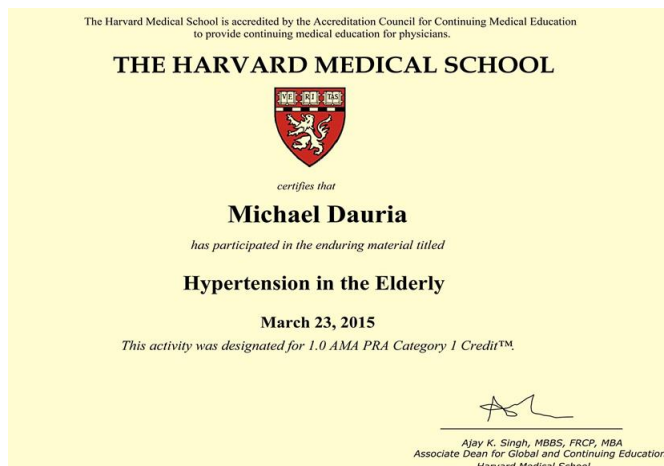
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**Eight Certifications in Harvard Lifestyle Medicine Specialties for authentication of program content**



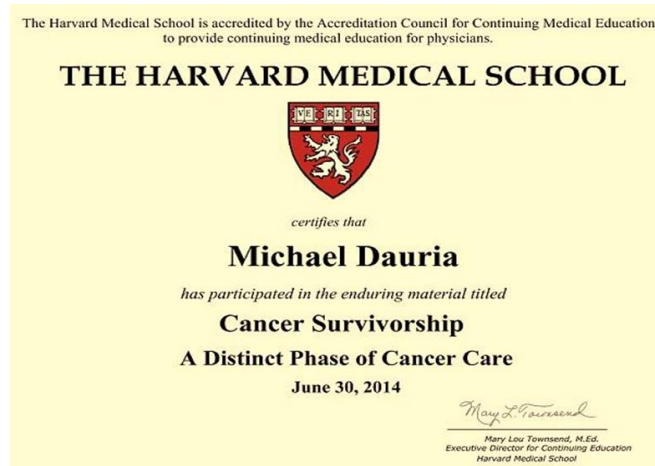
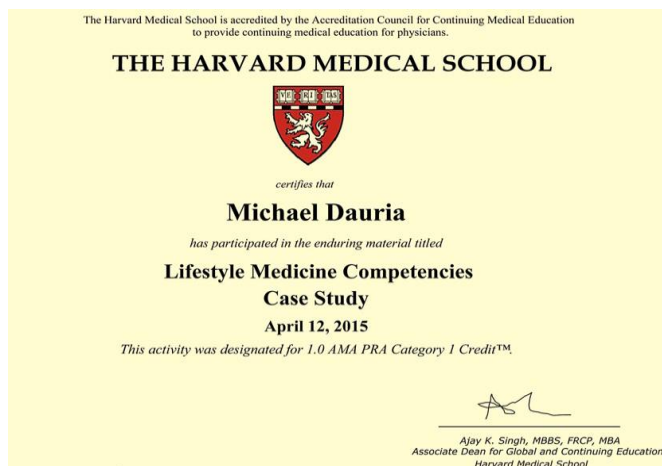
**Confidential Summary of Harvard Medical Certificates for verification of information provided to clients**  
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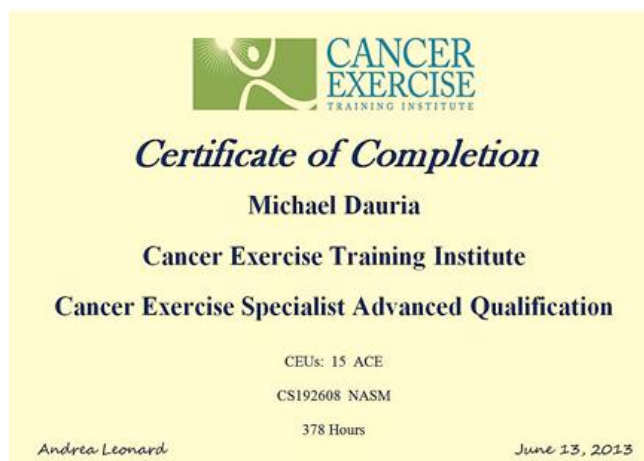
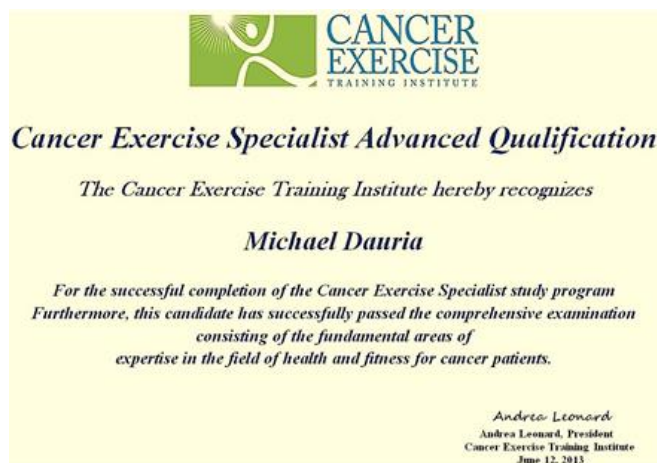
**Lifestyle Medicine and Cancer Survivorship Specialties for validation of program content**



**Lifestyle Medicine Competencies**

1. Promote healthy behaviors as foundational to medical care, disease prevention, and health promotion.
2. Practice healthy behaviors; create school, work, and home environments that support healthy behaviors.
3. Demonstrate knowledge of evidence; specific lifestyle changes have positive effect on health outcomes.
4. Ways that engagement with individuals and families has a positive effect on health behaviors.
5. Assess social, psychological and biological predispositions of behaviors and resulting health outcomes.
6. Assess individual and family readiness, willingness, and ability to make health behavior changes.
7. Examine a history specific to lifestyle-related health status, including lifestyle "vital signs," such as tobacco use, alcohol consumption, diet, physical activity, body mass index, stress level, sleep, and emotional well-being. Based on this assessment, obtain and interpret appropriate tests to screen, diagnose, and monitor lifestyle-related diseases.
8. Use nationally recognized practice guidelines (such as those for hypertension and smoking cessation) to assist individuals in self-managing their health behaviors and lifestyles.
9. Establish effective contacts with individuals to effect and sustain behavioral change, using evidence-based methods and tools and follow up.
10. Collaborate with individuals; develop evidence-based, achievable, action plans; lifestyle prescriptions
11. Help individuals sustain healthy lifestyle practices and refer individuals to other health care professionals as needed for lifestyle-related conditions.
12. Develop and apply systems and practices to support lifestyle healthcare, including decision support
13. Measure processes and outcomes to improve quality of lifestyle interventions in individuals and groups
14. Use appropriate community referral resources that support the implementation of healthy lifestyles.

**Cancer Exercise Specialist**



**Confidential Summary of Harvard Medical Certificates for verification of information provided to clients**  
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