

## **Bikram Obtains Copyright Registration for His Asana Sequence**

**Los Angeles, California, February 5, 2003:** With great pleasure we would like to announce that Bikram recently secured federal copyright registration under 17 U.S.C. Section 410 for his original work of authorship in his asana sequence of 26 postures and 2 breathing exercises. Through registration of this work, the United States Copyright Office acknowledges Bikram's exclusive right to the distinct series of postures and breathing exercises comprising the sequence and Bikram's Beginning Yoga Class.

This latest development reinforces the strength and value inherent in the Bikram Yoga system, enhancing opportunities for both certified Bikram Yoga Teachers, and licensed Bikram Yoga studios.

Registration of the asana sequence with the U.S. Copyright Office represents a significant milestone for Bikram in his efforts to formalize the intellectual property rights which encompass the Bikram Yoga style and method. While some in the yoga community once viewed the prospect of formal legal protection for Bikram's sequence with skepticism, Bikram's insight and creativity have once again proven them wrong.

The asana sequence copyright registration joins Bikram's growing portfolio of registered copyrights and trademarks that lie at the heart of the proprietary Bikram Yoga system. Bikram can now easily and effectively enforce these rights.

Due to the originality of the sequence and the strength of the copyright registration, infringement of the sequence copyright can occur in a number of ways. In addition to exact copying of the sequence, the copyright prohibits others from creating "derivative" works of the sequence. Virtually all modifications or additions to the sequence will constitute copyright infringement, including: the unauthorized use of even a small number of consecutive postures; the addition of different postures or breathing exercises to the sequence or portions of the sequence; the teaching or offering of the sequence with or without the Dialogue; or by the addition of extra elements to the sequence, like music.

Bikram will be entitled to receive an award of statutory damages of up to \$150,000 per infringement and can also recover his attorneys' fees from infringers in lawsuits concerning copyright infringement of the sequence.

Please join us in congratulating Bikram for more than three decades of groundbreaking work in bringing to fruition the recognition of the priceless intellectual property assets that are Bikram Yoga.

--Jacob C. Reinbolt  
Procopio, Cory, Hargreaves & Savitch LLP  
[www.procopio.com](http://www.procopio.com)