

## OSHO Trademarks:

**OSHO**



Osho's work has a long history with trademark. Trademarks were registered for his work as early as the 1970's in two distinct areas:

- a) Designed Logos drafted by Osho personally.
- b) His name which he used as a brand for his work

In addition it should be noted that:

Trademark registrations were *always* arranged by the foundation which was holding the copyright to his work and to which he had assigned the right to use his name and image. Osho and the foundation he selected have always used these symbols and marks to identify - or in today's language, to "brand" - every aspect of his work: books, meditations, buildings, foundations, centers...

Osho specifically instructed the chairman of Osho International Foundation and the Inner Circle to protect his name and work. During his life he saw all the symbols and trademark notices placed on products of his work including his books and audio tapes.

### The symbols and names were and are:

1. Triangle-Octagon which was the logo of the foundation from 1974-1981. This mark was used on all books, letterheads and publications. The design was registered with the trademark authorities not only in India but in a number of other countries as well.



1 a. At the same time, 1975 - 1989 the name RAJNEESH was registered in many countries as a trademark, by Osho's secretary Yoga Laxmi on behalf of the Indian foundation. This mark was registered in many countries at this time: 1975-1989.



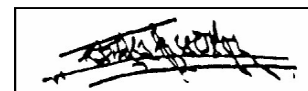
2. Osho designed a new symbol of two flying birds: This new symbol which was registered as a trademark all over the world and was used from 1981-1989.



2 a. The name RAJNEESH sometimes in combination with "Zorba the Buddha" were registered as trademarks worldwide during the period 1982-1987. This time by Laxmi's successor, Sheela, on behalf of the US Foundation and the European foundation – today Osho International Foundation.



From 1985 to today, Osho's signature has been registered as a trademark in multiple countries.



3. In 1989 Osho sketched a new symbol of a flying swan which became registered trademark in multiple countries. (1989-today)



3 a. In 1989 Osho changed his name to OSHO and requested that everything previously branded with RAJNEESH to be rebranded OSHO. Osho International Foundation registered the mark OSHO and to this day continues to follow his guidelines to protect his name and his work.

