



Trademark policy

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The Four Rooms of Change® is a registered trademark in a steadily growing number of countries and regions in the world. All trademarks under, Four Rooms of Change is held by A&L Partners AB and Fyrarummaren AB in Sweden (The Four Rooms of Change Group).

What is this about ?

Four Rooms of Change® is the name of a psychological theory developed by the Swedish psychologist, researcher and author Claes Janssen, Ph. D. and Associate Professor, during a 12-year long research project at Stockholm University. It was first published in 1975 in a book called 'Personlig dialektik – självcensur, outsiderupplevelser och integration' (Liber 1975 and 1982).

In 1997 Janssen published a book called 'Förändringens fyra rum, en praktisk vardagspsykologi' where he summarized the developments and learnings so far, in conjunction with his theory (W&W 1997 and 2002).

This trademark policy applies to all concepts and brands associated with or sprung from the Four Rooms of Change. It also applies to look-a-likes and similar models with altered names or appearances, but that covers or explains basically the same knowledge. The trademarks that are officially registered in many different parts of the world today are:

Four Rooms of Change®

Organizational Barometer®

Förändringens fyra rum®

Fyrarummaren® (The Four Room Apartment – in Swedish)

Organisationsbarometern®

The sphere.....

General policy

The Four Rooms of Change is a registered trademark. Hence, all the other brands, concepts, models, texts, analytical instruments, and tools, are directly related to the exclusive commercial rights of the following:

- Active certified users of the Four Rooms of Change
- Users who undertake the A & L Partners's or Fyrarummaren AB's – or any of their official distributor's – authorized certification program
- Companies, organizations, institutions and individuals who, through contracts or written authorization, have been given the right to use a particular brand under agreed upon circumstances
- For commercial purpose, take into account any use, which includes operations in the "classes" that the marks are registered in. Some examples of such activities in such classes are:
 - in connection with the advertising or promotion of your own business whether it is a brochure, a flyer, in an email, in an app, a website or a page on an Intranet.
 - In connection with, e.g., leadership development, consultation to businesses, governments, schools, or individual executives or clients
 - In relation to education, training, workshops, kick-offs, or in conjunction with therapy or counseling. This example includes, for instance, the education of students at universities or colleges.

For the complete policy please visit

<http://www.forandringensfyrarum.se/om-forandringens-fyrarum/varumarke/>

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