

CrossFit®-brand Trademark Guidelines

1. How to properly use the CrossFit® brand:

Always capitalize the “C” and “F” and follow the trademark with the “®” symbol.

If you are describing a CrossFit®-branded good or service, you should identify the good or service by its generic name after the word CrossFit® or incorporate a possessive to indicate that CrossFit is a proper noun. If space permits, add “brand” after the word CrossFit® to emphasize that CrossFit® is a brand.

Examples:

Incorrect: I do crossfit.

Correct: I work out at a CrossFit® box.

Incorrect: I love Crossfit.

Correct: I love CrossFit’s workouts of the day.

Incorrect: I just finished a Crossfit workout.

Correct: I just finished a CrossFit® brand workout.

Incorrect: I’m a CrossFit athlete.

Correct: I’m an athlete.

2. Can I use variations of the CrossFit® brand like “Crossfitter,” “Crossfitting,” or “Crossfitness?”

No. Because CrossFit® is **not** a noun or verb, it is improper to pluralize CrossFit® or form new words incorporating CrossFit®. Therefore, the CrossFit®-brand should not be altered in any way.

Examples:

Incorrect: I’m a trainer at two CrossFits.

Correct: I train at two CrossFit® boxes.

Incorrect: I’m going to crossfit.

Correct: I’m going to a CrossFit® gym for a class today.

Incorrect: I’m a CrossFitter.

Correct: I participate in CrossFit®-brand training.

Incorrect: Are you Crossfitting today?

Correct: Are you attending the CrossFit® fitness class today?

3. If I can’t say “CrossFit competition,” “CrossFit shoes,” “CrossFit t-shirt,” etc., what do I call them?

In some cases, it may be appropriate to refer to a competition as a “CrossFit® competition.” CrossFit, Inc. is officially licensing certain fitness competitions. There are two different categories of licensed fitness competitions: (1) CrossFit Sanctionals™; and (2) CrossFit® Licensed Events. Unless the fitness competition is officially licensed, the phrase “CrossFit competition” cannot be used.

If a good or service is not an official CrossFit® good or service, the CrossFit® mark cannot be used “on or in connection with” the good or service. The following generic terms are acceptable to describe the fitness methodology taught in CrossFit® Level 1 classes: *functional fitness, high intensity fitness training, strength and conditioning, or cross training.*

Examples:

Incorrect: Check out my new CrossFit t-shirt.

Correct: Check out my new t-shirt.

Incorrect: I registered for the local CrossFit competition.

Correct: I registered for the local functional fitness competition.

Correct: I registered for a CrossFit Sanctionals™ competition.

Correct: I am competing in Sand Clash, a CrossFit® Licensed Event.

Incorrect: We sell CrossFit products and/or services (i.e., t-shirt, software, gym equipment, etc.).

Correct: We sell products and/or services for functional fitness gyms.

Incorrect: We now offer CrossFit-yoga classes.

Correct: We now offer yoga classes.

4. Why is CrossFit, Inc. doing this and why does it matter?

CrossFit, Inc. is obligated to protect the integrity of the CrossFit® brand and our intellectual property rights. The purpose of protecting our intellectual property is to protect our affiliates and other licensees who are licensed to use the CrossFit® brand and protect consumers from purchasing non-CrossFit®-brand services and products.

5. Do you have more questions?

Please contact CrossFit, Inc.’s Legal Department at legalintake@crossfit.com if you have a specific question regarding your use of the CrossFit® brand. If you would like to report an individual or business for their improper use of the CrossFit® brand, please submit a report at crossfit.com/iptheft.