

CrossFit® Trademark Guidelines

1. How to properly use the CrossFit® trademark:

- Always capitalize the “C” and “F.”
 - Proper: CrossFit
 - Improper: crossfit or Crossfit
- Use “CrossFit” as an adjective followed by a generic term.
 - Proper: CrossFit training is for everyone.
 - Incorrect: CrossFit is for everyone.
- Do not use “CrossFit” as a noun or a verb.
 - Proper: I feel great after CrossFit class.
 - Improper: I feel great after CrossFit.
 - Improper: I feel great after I CrossFit.
- Where possible, use the trademark registration symbol “®” after CrossFit.
- Do not add letters or variation to “CrossFit.”
 - Proper: CrossFit training improves my life.
 - Improper: Crossfitting improves my life.
 - Proper: CrossFit athletes are healthy and happy.
 - Improper: Crossfitters are healthy and happy.
 - Proper: There are many CrossFit gyms in my city.
 - Improper: There are many CrossFits in my city.

2. Can I use phrases like “CrossFit competition,” “CrossFit shoes,” “CrossFit t-shirt,” and if not, what do I call them?

In some cases, it may be appropriate to refer to a competition as a “CrossFit competition” because CrossFit, LLC is officially licensing certain fitness competitions. Unless the fitness competition is officially licensed, however, the phrase “CrossFit competition” cannot be used.

If a good or service is not officially licensed by CrossFit, LLC, the CrossFit trademark 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.*

3. Why is CrossFit, LLC doing this and why does it matter?

CrossFit, LLC is obligated to protect the integrity of the CrossFit trademark 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 trademark and protect consumers from unlicensed and unauthorized uses of our brand.

4. Do you have more questions?

Please contact CrossFit, LLC’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.