

From: Martin, Christine

Sent: 3/13/2014 10:21:39 AM

To: TTAB E Filing

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 85808451 - SOMA SYSTEM - N/A - Request for  
Reconsideration Denied - Return to TTAB - Message 2 of 5

\*\*\*\*\*

Attachment Information:

Count: 4

Files: 4-1.jpg, 4-2.jpg, 7-1.jpg, 7-2.jpg

**BLOG**  
Read-up on the latest and greatest

**ABOUT US**  
Get to know who we are and what we do

**CONTACT US**  
info@studiomix.com  
415.926.6790

**FAQS**  
Ask and you shall receive

**STUDIOMIX**

**CORE CLASSES** | **MEMBERSHIP & SERVICES** | **MEET THE TEAM** | **GET THE SCHEDULE** | **EXPLORE THE STUDIOS** | **FIND A CLASS**

## Training Library

**BROWS BY TOPIC**  
DANCE MOVES  
HIGH INTENSITY  
MIND/BODY

**BROWS BY DANCE MOVES**  
Bootcamp  
Ballet Classes  
Salsa  
Hip-Hop  
Belly Dancing  
Barre Classes

**BROWS BY HIGH INTENSITY**  
Bootcamp  
Mixed Martial Arts  
Structure  
Personal Training  
Rock Climbing  
Muay Thai  
Kickboxing  
Kettlebell

# Foam Roll Release

The most overlooked component of injury prevention and fast progress is soft-tissue quality. Prep your muscles for a workout, treat day-to-day stiffness and loosen things up.

**San Francisco Foam Roll Release classes** are a great way to learn how to perform self-myofascial release of trigger points in the muscles. Trigger points are sore spots that form within muscles or tendons. Foam rolling is a way of massaging away muscle soreness in trigger points, and preparing your muscles for deeper stretching. Using the foam roller to loosen the tension in your muscles provides an excellent way of obtaining the benefits of self-myofascial release. **SF foam rolling classes** teach a form of myofascial release that you can also do on your own, using the roller to release muscular tension without needing the help of a massage therapist. Releasing tension from your trigger points in a **San Francisco foam roll class** also enables your muscles to stretch more easily.

**Myofascial release in SF foam roll classes** is based on the fact that loosening up the connective tissues increases muscle flexibility, in addition to reducing pain. The



**MEET THE TEAM**



**CHECK OUT OUR SPACE**

**NEWSLETTER**  
**Get Noticed.** 

Indoor Cycling  
Core Workout  
Boxing  
TRX® Suspension  
Training®

BROWSE BY MIND/BODY

Foam Roll Release  
Yoga  
Pilates  
Vinyasa Yoga  
Hatha Yoga  
Prenatal Yoga  
Hot Yoga

... cylinder shaped foam rollers are made of varying densities, which can be used to vary the pressure applied. In SF foam rolling classes, you will learn a variety of different ways to use the foam roller. You will practice rolling it over your muscles slowly, stopping and holding on sore trigger points until the tension is released, usually in about 30 to 60 seconds. Applying sustained pressure with a foam roller can release tension in the muscles and tissues, and minimize constriction. **Myofascial release in SF foam roll classes** also restores heart rate and blood pressure levels after an intense workout.

**Some of the areas of the body that foam rolling is especially effective for include:**

Upper Back – foam rolling alleviates tension in the muscles in between the shoulder blades and base of the neck, which are a common area of trigger point soreness for many people.

Hips – foam rolling of the hip flexors, as well as the piriformis muscle (a deep muscle in the back of the hip), is helpful for many students in a San Francisco foam roll class.

Legs – loosening up tight muscles, expanding the range of motion, and increasing flexibility are some of the benefits of foam rolling for the legs.

Iliotibial Band (IT Band) – the connective tissue that runs along the outside of the leg, from the hip to the knee. This is an important area to focus on with SF foam rolling, because the Iliotibial (IT) band is too tight, it pulls on the surrounding muscles, which can lead to muscular imbalances.

**San Francisco foam roll classes** are also great for the hamstrings, neck, lats, quadriceps, trapezius, and other areas of the body. In addition to being used for myofascial release in SF, foam rollers can also be used for stability exercises. This involves using the roller as a platform for exercises that require core strength, such as squats. When practiced on a regular basis, San Francisco foam roll classes can also help reduce the risk of muscular injuries. SF foam rolling can help improve posture, and the overall well-being of muscles and joints. San Francisco foam roll classes are also beneficial before and after weight training, cardio exercises, or other types of workouts.

Stay up-to-date with our classes, special discounts, and fitness tips.  
Loading the form

BLOG

Read-up on the latest and greatest!

ABOUT US

Get to know who we are and what we do



STUDIOMIX

CONTACT US

info@studiomix.com  
415.926.6790

FAQS

Ask and you shall receive

CORE CLASSES

MEMBERSHIP & SERVICES

MEET THE TEAM

GET THE SCHEDULE

EXPLORE THE STUDIOS

FIND A CLASS



## Membership & Services

### What we offer

Studiomix has the convenience and value of a full service health club paired with the personal experience of a local, specialized fitness studio.

- Group Classes
- 1-on-1 Coaching
- Nutrition Coaching
- Massage & Bodywork
- Acupuncture
- Drop-in Day Pass
- Locker Services
- Studio Rental
- Yoga Retreats

#### Want a printable sheet?

If so, [click here](#) to download a handy one-sheet to learn more about our packages.

### MIX MEMBERSHIP

\$135 monthly\*

Unlimited Class & Club Access

\$75 Enrollment  
Enrollment waived with a 12 month commitment.

Pay in Full for a Year @ \$1485  
(12 months for the price of 11)

GET STARTED »

### MIX + MEMBERSHIP

\$195 monthly\* (\$210 value)

Unlimited Class & Club Access

Monthly 60 Minute Massage

\$75 Enrollment  
Enrollment waived with a 12 month commitment.

GET STARTED »

### Results MEMBERSHIP

\$395 monthly\* (\$755 value)

Unlimited Class & Club Access

4 monthly 60 Minute Personal Training Sessions

Monthly 60 Minute Massage

Nutritional Coaching Session & Customized Plan

Personal Locker Rental

2 Complimentary Guests Monthly

GET STARTED »

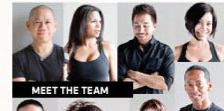
\*Monthly options are billed through convenient EFT banking and can be upgraded or downgraded at anytime with no additional costs.

### A la Carte Options...



## Group Classes

With recess abolished in the 7th grade, tales of middle school P.E.



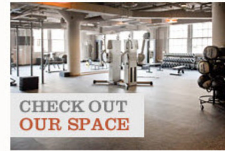




horror, and the emotional trauma that ensues with most "non-dancers" at social get-togethers, Studiomix has created exercise experiences you'll actually look forward to. Count on a variety of fresh, challenging classes at levels, from novice to pro, to enrich San Francisco's physical culture: Barre, Boxing, Bootcamp, Cross Training, Dance, Studio Cycling, Martial Arts, Kettlebells, Pilates, TRX®, Yoga, and Zumba®, to name a few. At Studiomix, workout routines simply aren't routine.

We've taken care of everything, so come on in: You'll have motivating music, the best equipment to choose from, and the help of our expert instructors and health coaches. With 30, 45, 60, and 75 minute class options you can mix it up daily to fit your schedule. We can help you pick the perfect class load for a rounded program to reach your goals, or feel free to explore the many types of movement we offer at your heart's content. After all, we're like a gym, only better.

Choose a [Monthly Membership](#) or come in anytime for a [Drop-in Day Pass](#)



**NEWSLETTER**  
**Get Noticed.** 

Stay up-to-date with our classes, special discounts, and fitness tips.  
Loading the form



## 1-on-1 Coaching

Personal training & private lessons at Studiomix are designed to take your practice to the next level. We're lifelong learners of movement, motivation, and progression. Our coaches bring an educated and balanced approach to your health & wellness goals to ensure you stay energized and get long term results. The individual attention is an excellent complement to our group classes, making all your workouts safe, efficient, and effective. We listen to what you want, lead you down a healthy path, and hold you accountable. Everyone needs a personal coach or two, and the investment will pay off in the gym and beyond.

<b>1 Session-60 Minute</b>	<b>\$80</b>
<b>5 Sessions</b>	<b>\$390</b> (\$78 per session)
<b>10 Sessions</b>	<b>\$760</b> (\$76 per session)
<b>25 Sessions</b>	<b>\$1,750</b> (\$70 per session)
<b>50 Sessions</b>	<b>\$3,250</b> (\$65 per session)

[Schedule a consultation »](#)

GET IT



## Nutrition Coaching

At Studiomix our nutrition coaches work to understand your body's unique hormones, allergies, immune system, stressors... all of you, really. Together, we track your body as it responds to food, stress, and