



# Music Together Within Therapy® Trademark License Application for Allied Health Professionals

The following sections entitled "Bringing Music Together Within Therapy® to Your Community" and "Music Together Within Therapy® Trademark License Application Process" are part of the terms and conditions of the Music Together Within Therapy® Trademark License Application Form included herein and are subject to periodic review and revision by Music Together LLC.

# Bringing Music Together Within Therapy® to Your Community

In becoming licensed by Music Together LLC to offer the Music Together Within Therapy® program, the allied health professional is choosing to include music-making, using the Music Together program, as part of his or her therapeutic offerings. This application packet explains the benefits and responsibilities of becoming licensed to offer Music Together Within Therapy in a school, private practice, outpatient clinic, or medical setting. It contains the terms and conditions of the Music Together Within Therapy license. The process for becoming a licensed provider of Music Together Within Therapy is also detailed in this application brochure. Throughout this document, the term “MTWT provider” is used to refer to providers of Music Together Within Therapy who hold trademark licenses from Music Together LLC.

## General Information

### **Licensing**

The license granted is a nonexclusive trademark license which allows the licensee to use the trademark “Music Together,” the artwork and logos associated with the Music Together Within Therapy program, and the Music Together Within Therapy (MTWT) materials and resources during the term of the agreement. Through licensing, Music Together LLC (Music Together) is able to offer its program to the most children possible, while establishing and maintaining its standards of quality, and supporting the creative individuality and growth of each teacher, specialist, and clinician. Licensing enables Music Together to control educational quality and enforce trademark and program guidelines.

Without a Music Together trademark license, even allied health professionals who have successfully passed the complete Music Together Teacher Training may not use the trademarked “Music Together” or its associated graphics in any way whatsoever. In biographies or resumes, a trained person may say only that they have completed or participated in the Music Together Introductory or Complete Teacher Training in early childhood music and movement. No parts of any Music Together program may be used in any setting where a fee is charged, unless a license has been granted.

### **Qualifying to be a Music Together Within Therapy® Provider**

Before a license to offer MTWT is granted, the application will be reviewed, and the applicant will participate in an informational telephone interview with a Music Together licensing representative. In order to be eligible to apply, the following four conditions must be met:

1. The applicant must have taken and passed the complete Music Together Teacher Training. Passing the full Music Together teacher training is based on a positive evaluation by the MTLLC teacher trainer.

2. The applicant must be appropriately credentialed to practice their allied health profession in accordance with national credentialing bodies governing those professionals. Here are some examples:
  - Music therapists: MT-BC
  - Occupational therapists: OTR/L
  - Speech – Language pathologists: CCC-SLP
  - Child Life Specialist: CCLS
3. The applicant must be appropriately credentialed to practice their allied health profession in their state in accordance with state regulations. For example:
  - New York: Licensed Creative Arts Therapist
4. The applicant (or a representative of the applicant’s organization) must be computer-literate (in word processing, email, managing different data types, etc.) and able to do business with Music Together in English.

If you would like to discuss your particular situation prior to completing the application, contact Music Together at [therapy@musictogether.com](mailto:therapy@musictogether.com).

### **Restrictions**

MTWT providers are not restricted in what therapeutic services they may offer to children with special needs. However, absent a special written exception, Music Together LLC does not permit any of its trademark licensees to offer any non-Music Together parent-child music and movement program for children ages 0-4 while they are an active licensee of any Music Together program.

Instead, we encourage MTWT providers to expand their offerings by applying for a license to offer Music Together family classes. We feel that it would be a conflict of interest, as well as confusing to the public, if you were to offer a music and movement program other than a Music Together program. Trademarked programs such as “The Music Class,” “Musikgarten,” “KinderMusik,” as well as programs created by the teacher, clinician, or others would not be allowed when:

- Both parents and children are included in the experience;
- Class routinely includes music-making activities;
- The children enrolled are under the age of five;
- Class consists of more than four families;
- The purpose of the class is educational rather than therapeutic.

If you currently offer, or plan to offer, a family music class, please first discuss your situation with the Licensing Manager at Music Together: [licensing@musictogether.com](mailto:licensing@musictogether.com).

### **Multiple Clinicians in a Single Practice**

In an effort to enable practitioners to make MTWT available to as many clients as appropriate, Music Together offers a discount for practices wishing to obtain MTWT trademark licenses for more than one allied health professional. All MTWT licensed providers will complete the same application process. If you are applying for a license

and will be working in the same organization as another MTWT provider, please make note of your association on your application, and pay the discounted application fee. For more information contact [therapy@musictogether.com](mailto:therapy@musictogether.com).

### **Licensees' Responsibilities to Music Together LLC**

Every licensed MTWT provider has the following ongoing responsibilities:

- Follow all program guidelines set forth on page 8 of this booklet.
- Pay service fees for each client participating in MTWT (\$42.00 per family) and annual license renewal fees (\$75.00 per provider).
- Restrict the implementation of MTWT to use in individual client sessions or groups of four children or fewer.
- Provide each MTWT client with a set of family materials (Music Together recording, songbook, and access to the online Family Music Zone),
- Purchase MTWT program materials from MTLCC exclusively.
- Follow all logo/trademark and copyright guidelines as outlined in the Music Together Graphics Guidelines document and any other guidelines regarding appropriate use of Music Together's trademark, including, but not limited to, graphics, logos, and recordings. For instance, Music Together requires that the licensee's website include the Music Together Within Therapy logo and a link to the Music Together national website. All websites and brochures must also include the appropriate Music Together copyright statement.
- Submit administrative data required by Music Together (e.g. location information).
- Obtain professional malpractice insurance and provide Music Together with proof of coverage annually. This certificate must show proof of at least \$1,000,000 of professional malpractice coverage per occurrence. This certificate must be submitted to Music Together prior to final approval or renewal of the license.
- Obtain general or commercial liability insurance and provide Music Together with proof of coverage annually. This certificate must show proof of at least \$1,000,000 of general or commercial liability insurance per occurrence. For clinical licensees working in an institution (i.e. hospital, school, or outpatient clinic), a Certificate of Insurance (COI) from that institution is sufficient.
- Provide proof that his or her professional credential is in good standing as part of an annual renewal process.
- If the annual fee is not paid, the license to provide MTWT will expire, and all program materials, songs, and other all associated supports related to Music Together Within Therapy cannot be used in any setting other than for personal use.



# MTWT Provider Benefits

## **Offering Music Together Within Therapy**

The \$175 license application fee covers the initial processing of an application and the first year's annual fee. Access to services and support and delivery of materials is contingent upon the timely payment of fees to Music Together.

The \$75 Annual Fee and ongoing additional Service Fees of \$42.00 per client, per song collection, pays for the following services, supports, and materials associated with MTWT:

### **One Set of Family Materials**

Clients receive one audio recording, an illustrated songbook, and access to the Family Music Zone for enriched, online music activities and at home. Unlike Music Together Parent-Child classes and the Music Together In School model, the length of time a collection is used in therapy is a decision made by the clinician in conjunction with the family. As additional clients are added to the Music Together Within Therapy program and when current clients progress to another song collection, the licensee will pay additional service fees per family and receive additional family materials and associated services.

### **One Set of Provider Materials**

One family songbook containing color illustrations and the teacher-edition materials: music recordings (CD and digital download code) with both the family versions of all songs in the curriculum and extended versions of selected songs for use in therapy, a teacher songbook which includes ideas and suggestions for how to use each song and chant. Providers also receive access to slowed recordings, single graphics for clinical use, home-play pages, and other supplemental materials designed exclusively for MTWT providers to facilitate the therapeutic process.

When a provider decides to utilize a different song collection with a client, the corresponding teacher collection materials must be purchased separately at that time (fee for teachers sets is currently \$45).

### **Provider Support and Mentoring**

Music Together will supply all MTWT providers with all necessary information and resources on the "MTWT Provider" section of the Music Together website. Each MTWT provider will also have access to mentoring by Music Together staff members. A call to the MTWT toll-free support line (800-945-0332) will receive a return call within 24 hours, Monday-Friday. Questions about the program, teaching techniques, parent education, clinical interventions, and session management will be addressed by an on-staff, board-certified music therapist mentor (contact the mentor at [therapy@musictogether.com](mailto:therapy@musictogether.com)). MTWT providers are also encouraged to participate in the Music Together Within Therapy online community. Peer mentoring opportunities via conference call are also available.

## **Professional Development Resources**

Music Together is deeply committed to the ongoing education of its licensees and provides many opportunities for continuing growth. The opportunities take place in person, online, and in other media formats. MTWT providers enjoy free access to Music Together's forthcoming Educational Membership Program. All professional development activities are pre-approved by the Certification Board for Music Therapists and the National Board for Certified Counselors and often satisfy certifying bodies' requirements for continuing education. Music Together is an approved provider (P-090) of the Certification Board for Music Therapists (CBMT) for Continuing Music Therapy Education Credits (CMTEs).

## **Resources for Development**

In addition to our national marketing campaigns and branding efforts, the beautiful, award-winning Music Together logo design, as well as other graphics, photos, sound clips, and video, are available for MTWT providers to use in publicity materials within our guidelines.

## **Graphics for use in Therapy**

MTWT providers also have the added benefit of using the graphics provided in a therapeutic context. Some examples might be as follows: as visual cues for clients on a schedule, or for use on communications boards. Licensed MTWT providers will refer to the MTWT program guidelines for more information regarding the appropriate use of Music Together graphics for clinical use.

## **Communication to Families**

Ongoing parent education and marketing support is provided through Music Together's national e-communications to families who share their email addresses with Music Together. MTWT providers may also receive other printed materials to distribute.

## **Customer Referrals from Music Together**

Through our toll-free number, Music Together refers hundreds of families to licensed Music Together programs each week. In addition, the Music Together website also provides national and international referral services for families seeking Music Together classes. Parents seeking MTWT will be given referrals to licensed MTWT providers.

## **Research and Development**

Music Together coauthors Kenneth K. Guilmartin and Lili M. Levinowitz, Ph.D., along with other Music Together staff members, are active researchers and leaders in early childhood music and movement. They write articles, present at conferences, and continually update the Music Together curriculum to reflect new learning. The Music Together Princeton Lab School serves as a "testing ground" for all programs and products in the research and development phase.

## **Other Opportunities**

Service fees also help pay the development costs of various products, services and events for licensees. MTWT providers may access, for an additional fee, the following opportunities:

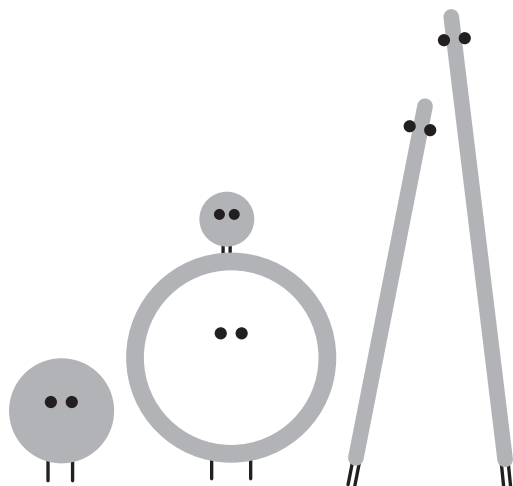
## Subsidized educational products, services and events:

- Song collection teaching DVDs for each song collection
- Vocal warm-up CDs for each song collection
- Working with Babies DVD
- Tonality and Singing DVD
- Music Together Preschool Specialist Training DVD and Study Guide
- Songs and Skills Workshops, held each semester in many regions nationwide
- Ongoing teacher certification program
- Refresher teacher trainings at a reduced fee
- Annual Directors Weekend

The regional songs and skills workshops rotate among topics such as parent education, classroom management, tonality and singing, and rhythm and movement. For those clinicians who also teach Music Together Parent-Child or Preschool, they may choose to apply for Certification Level I, advanced learning/evaluation process which can be completed at a Teacher Training. An intensive four-day Certification Level II program is available for highly experienced teachers. The Directors Weekend conference in Princeton, New Jersey, provides an invaluable opportunity for networking with Music Together center directors, preschool program providers, and MTWT providers at different stages of growth and experience. Workshops are offered to licensees to help them grow and reach their Music Together business goals.

## Subsidized promotional/marketing products

- Interactive Welcome CD-ROMs about the general Music Together program
- Posters, postcards, notecards, and other printed marketing materials
- Handstamps, shopping bags, and other products for families



# Music Together Within Therapy<sup>®</sup>

## Program Guidelines

Music Together Within Therapy (MTWT) is designed to be flexibly integrated into your therapy practice. As the allied health care professional, you are required to adhere to your profession's Standards and Scope of Practice. It is up to you determine how MTWT fits within the requirements of your practice or institution. As a MTWT licensed provider, you have access to the MTWT program's services, supports, and materials as an option for clients in your practice. This document outlines the MTWT program guidelines and addresses the most frequently asked questions about how to implement MTWT effectively. For a more detailed description of the license requirements, please see the section titled "Bringing Music Together Within Therapy to Your Community" in the MTWT trademark license application brochure.

### **Parent and Adult Participation**

It is strongly recommended that at least one parent or adult caregiver participate in the sessions. Music Together's emphasis on continual parent education and facilitating family music making is paramount to the success of the program. Therefore, having parents or adult caregivers actively participate in sessions may help the transfer of new skills to home or other environments.

A word about working in schools, hospital, or other institutions: while it may not be possible to have an additional adult in session with your client, it is highly recommended to provide in-service training to the teachers, direct care staff, and others who have direct contact with your client, to familiarize them with the songs, the treatment goals, and the interventions designed to address the client's areas of need. Of course, the ancillary benefit is that other staff become also more comfortable with music-making.

### **Client Profile**

MTWT is appropriate for use for a variety of clients. Clients may be of any age, developmental level, or have any number of diagnoses. MTWT providers are required to make the final determination as to whether the MTWT materials are clinically appropriate. Please refer to your profession's Standards and Scope of Practice and other professional guidelines.

### **Session Length**

Session length for an individual client may range from 15-50 minutes per session. Small group sessions may run 30-50 minutes per session. Clinical judgment, structure of the facility or school, and other factors take precedence. Please refer to your profession's Standards and Scope of Practice and other professional guidelines when planning your sessions.

### **Course of Therapy**

Music Together strongly supports the use of an assessment tool specific to your profession at the beginning of therapy. The results of the assessment will drive the treatment and inform clinical decisions regarding presentation of the songs, education



of parents or adult caregivers, assignment of strategies for home or classroom. These results will also determine the criteria for discontinuation of therapy. If a child has been assessed and deemed appropriate for therapeutic services, and if participation in the MTWT program model is recommended, then MTWT should be listed as an intervention.

Refer to your profession's Standards and Scope of Practice for guidelines for initiating and discontinuing therapy services. Though not required by the conditions of the MTWT license guidelines, clients using MTWT may also participate in the other Music Together program models, such as family classes, Music Together In School, or Big Kids Classes. In fact, this may be an appropriate strategy for some clients.

### **Session Room**

Sessions must take place in a room large enough to be comfortable for music making and movement. Please note factors such as lighting, temperature control, safety, cleanliness, and storage of supplies when choosing a space in which to conduct sessions. Mentoring is available if you have any questions about room size and configuration.

### **Session Size**

Session size is limited to no more than four children with disabilities or special needs, plus their parents and adult caregivers. Typically developing siblings are not counted in this session limit; they may participate and MTWT providers may charge a sibling tuition. If you would like to offer any other Music Together program or class type, please contact the Licensee Relations Department ([directing@musictogether.com](mailto:directing@musictogether.com)). The application fee will be waived for MTWT license holders.

### **Session Equipment**

All equipment must be durable and child-safe. MTWT providers may purchase instruments and props from any retailer; however, the products available on the Music Together online store are durable and child-friendly. A sample equipment list may include: CD or MP3 player, guitar or keyboard, rhythm sticks, shaker eggs, creative-movement scarves, jingle bells, and balls, as well as a collection of varied percussion instruments for instrument play and improvisation. MTWT providers are encouraged to comply with their setting's standards regarding the cleaning and maintaining of equipment.

### **Music Together Songs and Non-Music Together Songs**

Music Together encourages MTWT providers to organize their treatment interventions according to the principles taught at the Music Together Teacher Training with respect to their treatment goals (i.e., varying tonalities, keys, meters, rhythms, encouraging participation, etc.). Each song collection provides sufficient material for a wide variety of interventions. However, it may also be effective to use classical music, folk songs, regional music, personal compositions, or improvisations in the session, provided the therapy goals for the client remain the focus of the session. Practically speaking, clinicians may find it beneficial to incorporate music the client is already familiar with during the early stages of therapy, while both the client and the family are learning the Music Together songs.

### **A Reminder About Tonality**

You must present all Music Together songs in the tonality in which they are written.

## Translating Music Together Songs

Music Together songs must be presented in class in English (or the language heard on the recording and seen in the songbook). However, verses may be sung in the local language also. When developing the activity for a song with word substitutions, teachers are strongly encouraged to use the locally spoken language instead of English. Parents and children are able to participate more fully when they can express themselves comfortably in their own language. Music Together songs may not be translated into other languages for publication and/or distribution. (Note: When a MTWT provider has non-English speaking families, MTLLC may distribute, upon request and if available, songbook activities translated into another language. Currently, Spanish, Italian, Japanese, and Chinese translations are available for most of the song collections.)



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# Music Together Within Therapy®

## Trademark License Application Process

Prospective Music Together Within Therapy (MTWT) providers must submit a written application to Music Together LLC (Music Together) that includes a list of proposed locations and the requested starting song collection. It is important to remember that Music Together licenses are nonexclusive: we do not presently dictate or promise permanent “secure” territories. The license to provide MTWT is designed to be implemented in a variety of settings such as hospitals, outpatient clinics, schools, private practices, and within existing Music Together centers. Applicants employed by institutions (i. e. hospital, outpatient clinic, schools, etc.) must determine if MTWT fits within the guidelines of their current employer. Music Together reserves the right to grant or deny licenses to any applicant for any reason at any time.

### **A Word of Caution!**

Before license application approval, applicants should not do any of the following:

- Announce, promote, advertise or publicize the MTWT offering or any other details about MTWT;
- Announce, promote, advertise or publicize any other program or service associated with Music Together including the Music Together family classes or Preschool program classes without the appropriate licenses;
- Sign contracts or make any commitments for space rental or use for MTWT;
- Hire allied health professionals to implement MTWT.

### **MTWT License Application Review and Decision**

Applicants must meet the requirements for approval to offer Music Together Within Therapy. (Please see “Qualifying to be a Music Together Within Therapy Provider” on page 2.) Please allow two to three weeks for Music Together to receive and respond to your application. All applicants will participate in an informational telephone interview and will review the requirements and standards with a staff member. It is also an opportunity for the applicant to ask questions. At times, the applicant’s name, city, and state may be disclosed to other Music Together licensees during the application review process.

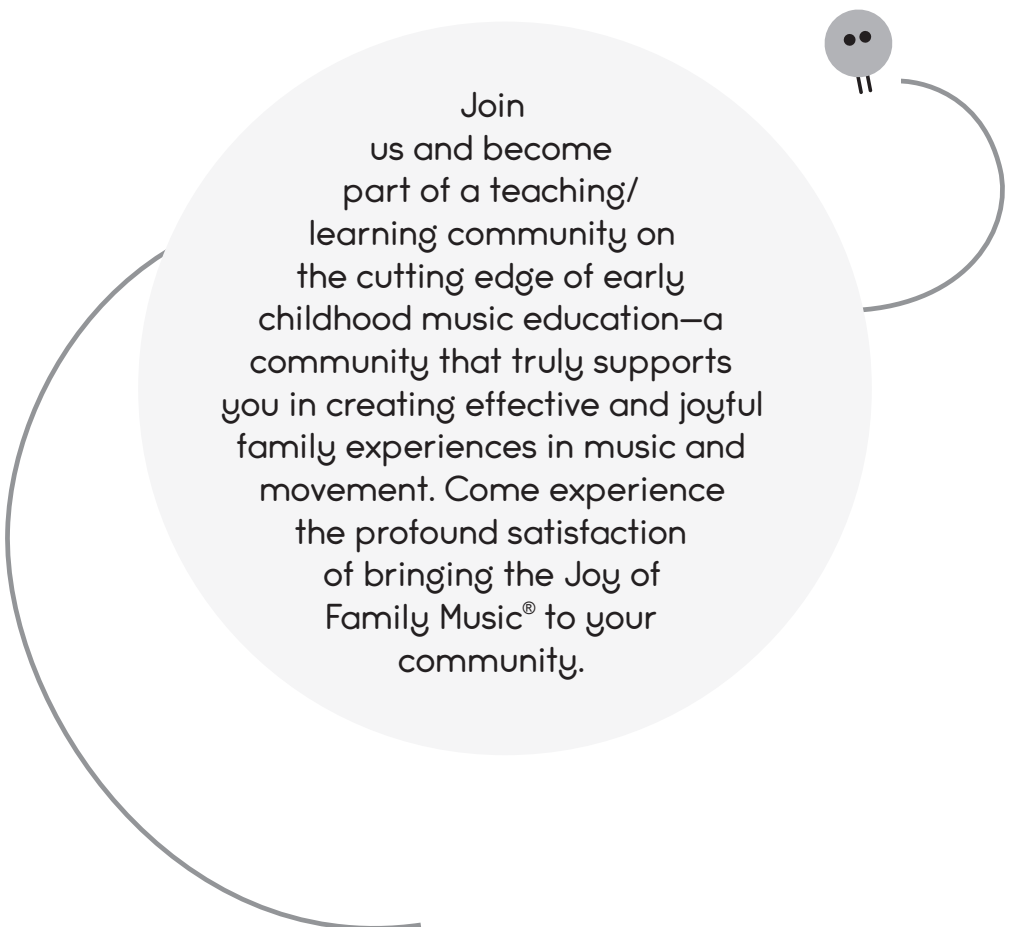
### **Application Fees**

The licensing application fee for a new MTWT licensed provider is \$175.00 USD for the first year and \$75.00 USD for each subsequent year. The licensing application fee is non-refundable, whether or not the application is approved. MTLCC reserves the right to change licensing fees associated with any license or program at any time.

## Important Considerations when Choosing Your Practice's Business and Domain Names

A licensee's business name should be clearly stated on all brochures, ads, voicemail, and website. It will also be listed on the Music Together website on the pages that list program locations for referral purposes.

Business names that include the trademark "Music Together" are subject to the approval of the Music Together LLC Licensing Department. It is common for licensees offering Music Together family classes to use "Music Together" in their business name. However, if "Music Together" is part of the name, the licensee may not offer any programs or services other than Music Together. We do not encourage this option for therapists. If an organization offers or will offer classes, services, or products other than MTWT (such as adaptive music lessons, speech therapy, or other therapy services), that organization **MUST** choose a business name and domain name that does **NOT** include the words "Music Together." Instead, that organization would announce that it offers MTWT as part of its programming by saying, for example, "Smithville Music Therapy services...now offering Music Together Within Therapy®."



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the cutting edge of early  
childhood music education—a  
community that truly supports  
you in creating effective and joyful  
family experiences in music and  
movement. Come experience  
the profound satisfaction  
of bringing the Joy of  
Family Music® to your  
community.