



Special General Meeting

August 2017

Date: 25th August 2017
Present: Peter Madill (General Supporting Trustee), Jenny Mace (Chair/Secretary)
Absent: None

Reason for Special General Meeting: *To decide whether to re-brand from Animal Yoga to Animalia Asana.*

Problem: Another form of animal yoga emerged at a similar time to our Animal Yoga—that is, yoga alongside animals of varying kinds (especially Goat Yoga and Dog Yoga). Not only does this create confusion as to the identity of our Animal Yoga, but it also conflicts with some of the values of our entity (such as not exploiting animals). Feedback from the public also suggests that when they hear “Animal Yoga” they generally think of this other kind of animal yoga, rather than our charitable initiative.

Proposed solution: Re-branding from Animal Yoga to Animalia Asana and formally registering this new name as a UK trademark. To make this switch ASAP this year (2017) before too much disruption is caused by a re-brand (i.e., when more people know about our charitable initiative).

Outcome: Both committee members were in agreement for the proposed re-brand to commence and for the new name to be formally registered in the UK as a trademark. Both committee members were in agreement that any disadvantages would be outweighed by the advantages of the re-brand in the long term. Both committee members pledged to use personal savings to finance this re-brand due to the limited Animal Yoga funds. Other people connected to Animal Yoga supported this decision too.

There were no other matters to discuss prior to the next foreseeable meeting: AGM – Friday 6th April 2018.

Signed by:

Chair/Secretary

General Supporting Trustee