

Certification Rules for Certification Mark
THE GREAT GAME OF BUSINESS CERTIFIED COACH
(Australian Trade Mark Application 1905009).

Preamble

The Great Game of Business Inc. (hereinafter referred to as GGOB Inc. or the Applicant) has applied to register **THE GREAT GAME OF BUSINESS CERTIFIED COACH** as a certification mark under the *Trade Marks Act 1995*. The application is in relation to the services “Conducting business conferences, training and seminars related to business management, employee motivational techniques, open book management and financial literacy and operation and distributing course materials in connection therewith; consulting services in relation to the foregoing” in Class 41.

The Great Game of Business is an approach to open book management (a business practise/strategy of sharing financial and decision-making duties amongst employees in an organisation to make better business decisions and to increase performance of an organisation).

Terms

‘Certification Mark’ means ‘**THE GREAT GAME OF BUSINESS CERTIFIED COACH**’

‘Certified Coach’ means is an individual employed or contracted by an organisation who has been trained and certified by the applicant to deliver consulting and implementation services utilising GGOB Methodology to third parties

‘GGOB Coaching Community’ means the community of Certified Coaches who assist forward looking, values driven companies with the implementation of GGOB Methodology.

‘Services’ means services covered by the Certification Mark application, namely ‘Conducting business conferences, training and seminars related to business management, employee motivational techniques, open book management and financial literacy and operation and distributing course materials in connection therewith; consulting services in relation to the foregoing.

Persons Authorised to Use the Mark

Only a Certified Coach can use the mark.

The use of the GGOB Methodology is governed by the annual licensing agreement. Each year upon recertification and payment, the Certified Coach is granted a limited, non-exclusive, unlimited usage license for the GGOB Methodology’. If certification lapses or they do not meet the recertification requirements, the coach is no longer authorised to use the GGOB Methodology.

The Certifying Body

The Applicant is the Certifying Body for the Certified Mark.

The Characteristics to be Certified by the Certification Mark

The characteristics being certified by the mark are that the services conducting business conferences, training and seminars and delivering and consulting services related to business management, employee motivational techniques, open book management and financial literacy and operation and distributing course materials in connection therewith are provided by Coaches who have successfully

completed the specialised training and have attained the standard required as set out in Annex 1 of the Regulation.

How the Certifying Body is to Test those Characteristics

The Certifying Body will ensure that the Certified Coaches meet the required standard and continue to qualify to provide coaching by completing the certification curriculum as set out in Annex 1

To ensure that the Certified Coaches maintain and continue to qualify in provide coaching they must meet the required standard by completing the recertification requirements as set out in Annex 2.

How the Certifying Body Supervises the Use of the Mark

The Certifying Body has the right to conduct, evaluate and distribute from time-to-time satisfaction reviews of the coaches' services in connection with the delivery of the GGOB Methodology, which may include observations of coaching to enable the applicant to monitor the quality of the sessions and materials.

Fees to be paid in connection with Operation of the Certification Mark

The fees payable are set out in the accompanying Annex 3.

Procedure for Resolving Disputes

Any disputes shall be submitted to the jurisdiction of and venue in the United States Federal District Court for the Western District of Missouri, sitting in Springfield, Missouri (or if such court lacks jurisdiction, in the circuit court of the State of Missouri in Greene County).

Amendment of Regulations

Any amendment to these regulations or their annexes must be approved by the Australian Competition and Consumer Commission and recorded with IP Australia.

Use of the Mark

It is a condition of use that the mark should not be used without indicating that it is a certification mark.

Annex 1

Certification Requirements

To become a Certified Coach and to be authorised to deliver GGOB Methodology the Prework and the three steps described below must be completed.

Prework:

-Read the Book(s): The Great Game of Business, A Stake in the Outcome.

-Complete the online courses: Level One Certification (Including MiniGame Design) and Basic Financial Literacy.

An individual may not deliver Level 1 and 2 GGOB Methodology until Step Two is completed and Level 1 and Level 2 certification is achieved.

Level 1 and Level 2 GGOB Methodology, both Step One and Step Two of the following certification requirements must be completed:

Step One: Attend GGOB's Level 1 & 2 workshops and implementation training which includes each of the following:

- The Get in the Game implementation workshop
- GGOB Certification training – Part 1 (Level 1 & 2 implementation deliverables)
- Rules of Play or YOYO Company Financial Literacy Training (On-line Training)
- Financial Literacy Assessment (On-line Assessment)
- Profitability Business and Financial Simulation Training

Step Two: Participate in a 90-day Mentor program with a Certified Coach, including each of the following:

- Timely completion of a Coach Development Plan (“CDP”) to ensure mastery of the GGOB Methodology.
- The 90-day Mentor program will be mutually created to address the development needs identified on the CDP.
- Based on the CDP, shadow Level 1 and 2 GGOB implementations provided by a current Certified Coach.
- Complete a final (Level 1 & 2) review panel conducted by GGOB Certified Coaches.
- Pay the Initial Certification Fee and the prorated amount of the Annual Certification Fee.

An individual may not deliver Level 3 GGOB Methodology until Step Three is completed and Level 3 certification is achieved.

Step Three: Attend GGOB's Level 3 workshops and implementation training, including each of the following:

- Participate in the High-Involvement Planning workshop.
- GGOB Certification workshop – Part 2 (Level 3 implementation).

- Based on the CDP, shadow Level 3 GGOB implementations provided by a current Certified Coach.
- Complete a final (Level 3) review panel conducted by GGOB Certified Coaches.

Annex 2

Recertification Requirements

Successfully complete the annual recertification requirements prior to the end of the initial term (and each year thereafter), which include each of the following:

Collaborate regularly within the GGOB Coaching Community to learn, share and grow by actively participating in:

- The Annual Coaching and Trainer Summit
- The Gathering of Games annual conference.
- Submit a pre- and post-GGOB Assessment for all clients.
- Participate in GGOB's Net Promoter Score evaluation for all active clients.
- Pay the Annual Certification Fee.

Annex 3

The initial investment to join the GGOB Coaching community and receive the certification training and a license to market, sell and deliver Services under the Certification Mark is currently US\$17,500 (Initial Training Fee). This includes:

- a) a one time fee of US\$8,500 for initial training and
- b) an Annual Certification Fee of US\$9,000.

The fees may increase or decrease on an annual review by the applicant.

The Initial Training Fee shall be paid in full upon the start of the certification process. Thereafter, the Annual Certification Fee shall be payable each year that the Coach maintains certification. Fees shall be prorated and paid either monthly or quarterly in advance, beginning on the last day of the initial term. The Coach is responsible for personal travel and accommodations while attending training.

There may be additional investments required for training on any supporting best practice content that is introduced. However, training on supporting best practice content is recommended, but not required for recertification.