

Trademark Specification for WARM: Workplace Addiction & Recovery Movement

For the mark: *WARM: Workplace Addiction & Recovery Movement™*

Jurisdiction: UK IPO

Classes: 35, 41, 44

Class 35 – Awareness & Business Networking

Promoting awareness of addiction, substance use, and recovery within workplace environments; compilation and presentation of case studies and business insights; business networking services connecting organisations addressing addiction-related issues.

Class 41 – Executive Education & Content

Delivery of executive workshops for C-suite teams on addiction, recovery, and workplace wellbeing; publication of educational resources for People Leaders (including HR, Wellbeing, L&D, and EDI professionals); organising live knowledge-sharing events for People Leaders; production and dissemination of audio-visual content for professional learning and awareness campaigns.

Class 44 – Recovery-Informed Culture Building

Promotion of recovery-supportive environments in workplace settings through awareness campaigns, leadership advocacy, and stigma reduction initiatives; supporting employers to create psychologically safe and inclusive workplace cultures related to addiction and recovery through non-clinical, non-medical strategies.

Excludes: training and formal educational programmes for line managers or general staff.