# Social Thinking's Intellectual Property Handy Decision-Tree Guidelines

- Copying/sharing our materials
- Making translations
- Speaking/training on Social Thinking
- Creating materials based on ours



ver the years it has been exciting to watch the response of our community to the frameworks, concepts, strategies, and lessons created by Social Thinking. We always have, and continue to, encourage parents and professionals to read our core materials, use the teaching tools we offer, and as is relevant, modify them to meet the needs of the individuals you inspire and teach.

When you see a program/service, product, strategy, or lesson created by Social Thinking we want it to mean something. We want it to reflect the immeasurable amounts of energy, thought, and consideration that went into it. So, alongside us encouraging the creative minds of people in the Social Thinking community, we have another, equally important goal: to maintain and protect the integrity and fidelity of the content we create. It's also important to us that when individuals see the name "Social Thinking" or "Superflex" or "We Thinkers!" (or any other name associated with programs, curricula or tools we've developed) being used by others outside our company, our community knows they are representing our work in the manner in which it was designed to be taught.

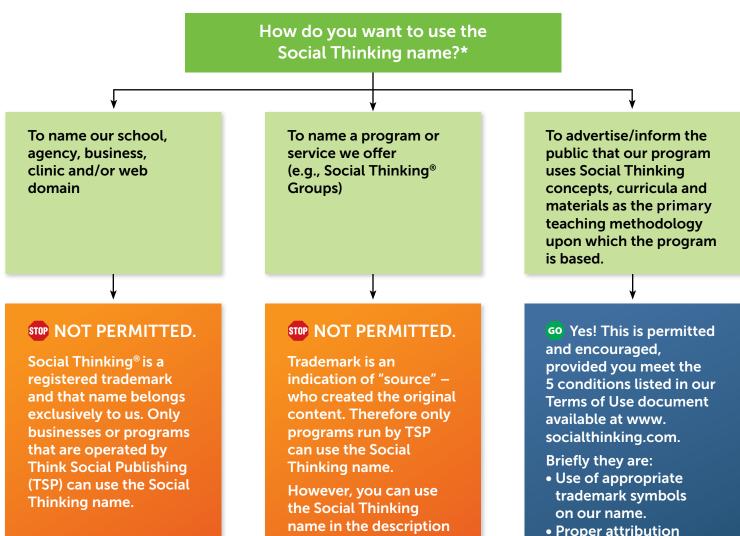
As a result, we created **guidelines** that explain the use of the Social Thinking trademarks, our name and how our materials can and cannot be used and when written permission from us is needed. **You can download this brochure along with other helpful information at our website's Intellectual Property page. www.socialthinking.com/IP** 





## Can I Use the Social Thinking® Trademark/Name?

(or other similar trademarks/names we own)



of your services

(see next column).

\* Note: this also applies to using "social thinking" since this term is our trademark. Instead of saying "social thinking" use "social cognition" or "social skills", "social smarts", etc.

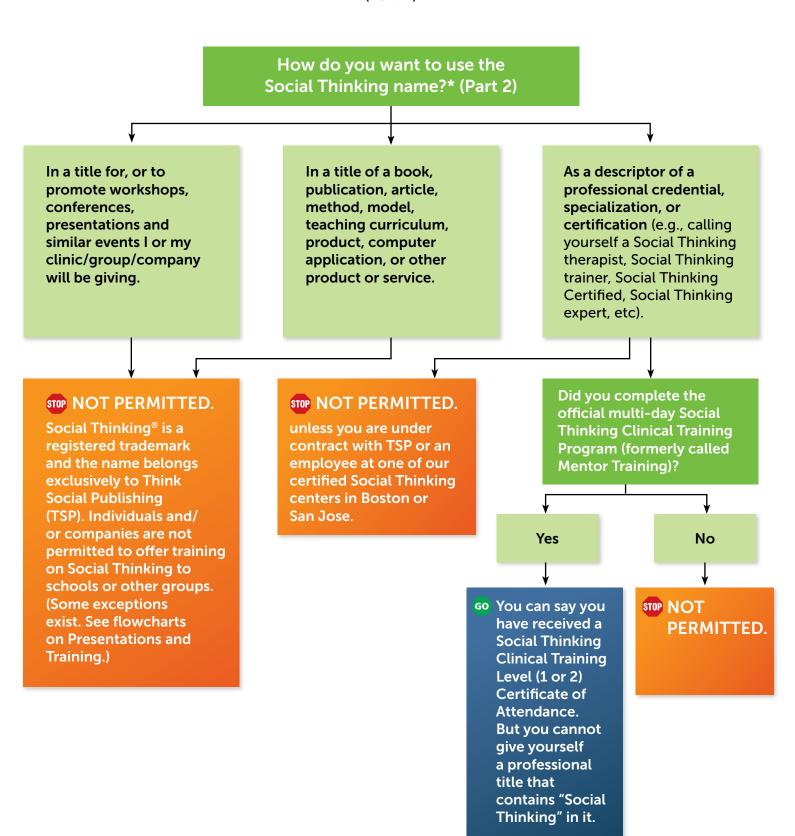
These guidelines equally apply to other trademarks/names we own such as Superflex, We Thinkers, and names of teaching frameworks such as ILAUGH, Friendship Pyramid, Social Behavior Mapping, The Incredible Flexible You, etc.

- Proper attribution to TSP is included.
- Over 75% of the program must be based on and use Social Thinking materials.
- Non-affiliation statement included.
- All materials, in print or online, contain these
  5 elements.



# Can I Use the Social Thinking® Trademark/Name?

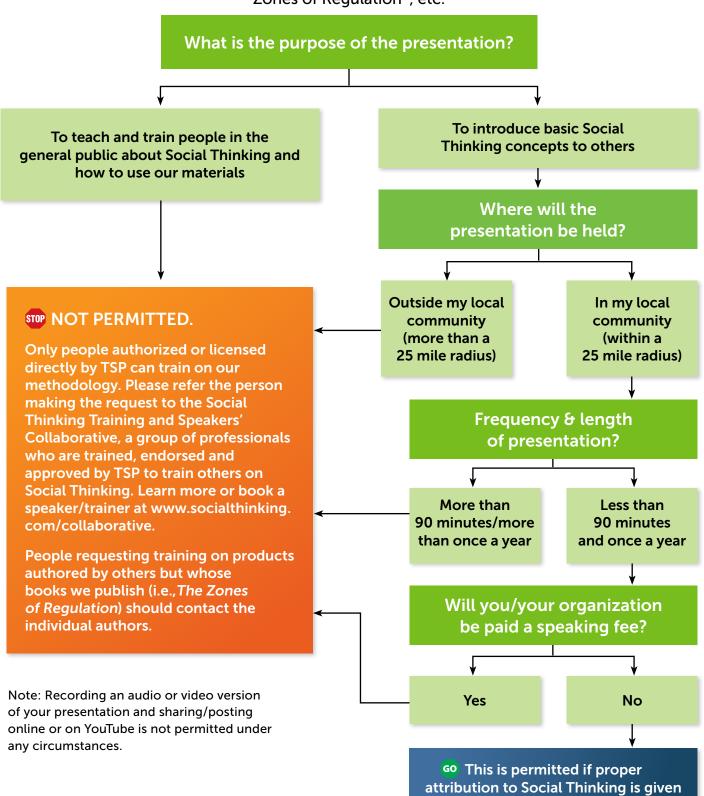
(Part 2)





# Can I Speak, Teach or Train Others in the General Public in a Face-to-Face Setting?

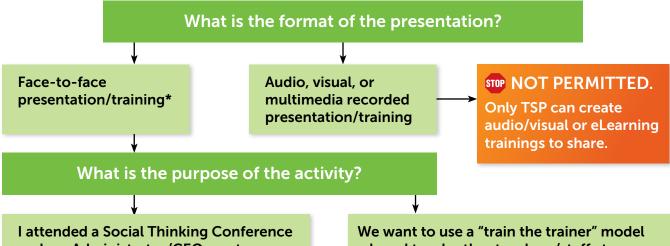
About Social Thinking®, Superflex™, Zones of Regulation®, etc.





### Can I Speak, Teach or Train Others In My School, Clinic, or Business

About Social Thinking® and related materials (e.g., Superflex, Zones of Regulation®, etc.)?



I attended a Social Thinking Conference and my Administrator/CEO wants me to share a short summary\* of what I learned with other staff as part of a Professional Development Day at our school/clinic/office.

This is permitted. You must create your own handouts for your presentation. Copying/using the same information from handouts provided at a Social Thinking Conference is not permitted. Be sure to give proper attribution during the presentation and on materials! Also, see note below.

Note: Content on this page applies to individuals employed by a school, clinic or business and whose job requires them to help train others within that same school, clinic, or business. Consultants or businesses which provide services to a school, clinic, or business are not permitted to provide training on the Social Thinking Methodology as part of a contract for services with another school, clinic, or business.

\*Face-to-face training is defined as an in-house presentation of up to 90 minutes (not a full or half day), is a high level summary and is not intended to duplicate information and materials provided by TSP in one of our conference days.

We want to use a "train the trainer" mode where I teach other teachers/staff at our school/clinic about Social Thinking and how to use it with our students/clients.

- GO This is permitted under these conditions:
- 1. Training is only to staff at your school/ school district or clinic. You are not permitted to teach or train to private groups, other schools, state agencies, to create a business of your own as a trainer, etc. Consultants are not permitted to train people within the school or business to which they consult.
- 2. The training is not an attempt to replicate, in length or depth, information learned at a TSP conference day. Individuals who seek that level of in-depth training can access, beginning early 2018, eLearning modules offered by TSP-licensed and approved speakers and available at the TSP website.
- 3. The "Trainer" assumes the responsibility of staying up to date on the Social Thinking Methodology by reading our books and free articles, attending conferences and accessing the other trainings we provide to keep the public updated.
- 4. This permission is not an approval or endorsement of the training and TSP is not responsible for the quality of the training being offered.



# Can I Copy, Convert to Digital/Audio, or Translate Social Thinking Materials?



students/clients in our school/clinic; only shared via PAPER copies. Also shared with parents/ caregivers, or therapists who work directly with this child.

clinic website or posted online on my blog/website.

TeachersPayTeachers.com, YouTube, Pinterest, Facebook, etc. or packaged and sold as a new product.

#### GO This is permitted and encouraged, under these conditions:

- Copied materials are single thinksheets, activity sheets, or parent letters designed for use with students or to share with their parents/caregivers to extend learning at home.
- You are NOT permitted to copy large sections of text or entire books, for use with your own students or for others.
- You are not permitted to copy digital files found on USB/CDs and give to others.

#### MAYBE!

Please review updated **Translation Policy dated April 2019** 

GO YES, if your school or business has a private site (password only access), you link to the TSP website, and you meet the conditions at left.

GO YES, on your blog/website IF the goal is to share a short example/testimonial of how helpful our work is to you/ others.

#### STOP NOT PERMITTED.

if your website is accessible by the public or you are not meeting other terms cited on this page.

#### STOP NOT PERMITTED.

Copying, translating, or adapting Social Thinking materials and distributing to the public in any manner is not permitted. Even if the material you've created contains your own ideas, or is offered free of charge, it's still copyright infringement.

**Converting TSP materials** to audio, digital or other e-formats is not permitted, unless it is to meet ADA requirements for a specific student.



# Can I Modify or Adapt Existing Social Thinking Materials? Can I Create New Materials Based on Social Thinking Materials and Post to TeachersPayTeachers, YouTube, Facebook, etc.?

(Otherwise known as Creating a Derivative Product)

I want to use Social Thinking concepts, Vocabulary and/or materials (charts, templates, character images, etc.) to create my own lessons, activities, teaching units or a new project I want to share with others.

I want to do a "read aloud" audio or visual version of one of your books, create a video lesson about a Social Thinking concept, and/or produce my adaptations or new materials in audio, visual, or any other digital format.

How, and to whom will you share these materials?

Used only with my students/ clients or their parents/ caregivers and only in PRINT form. PDF/digital copies will be posted online at our school/ clinic website to share with other teachers/clinicians in our school/clinic.

Posted to TeachersPayTeachers, posted to YouTube, Facebook, Pinterest, or other public information sharing websites, or derivatives shared via email.

Yes! This is permitted and encouraged to meet your student/clients' needs.

All materials must include attribution to TSP, the TSP copyright line, and a statement they are not for public distribution.

your website is closed to the public (meaning people can only access it through a password-protected login).

#### STOP NOT PERMITTED.

Creating and distributing a derivative product is an exclusive right of the copyright holder. Even if the materials are shared for free, this is still copyright infringement. If you have a great idea consider submitting it to TSP for publication or present it at our Global Annual Providers Conference (June of every year).

**WHAT IS A DERIVATIVE?** It's anything (a handout, worksheet/thinksheet, lesson, activity, game, teaching unit, packet of materials, etc. in print, audio, visual or digital form) that is an offshoot of, uses, or is based on concepts, characters, storylines, existing lessons, materials, etc. that are part of the Social Thinking Methodology and any of the books we publish, such as Superflex, The Zones of Regulation, We Thinkers! Vol 1 or 2, Social Behavior Mapping, and Whole Body Listening Larry.

# Our Challenge with Posts on TeachersPayTeachers.com, YouTube, Facebook, etc.





Social Thinking® is a flexible systems, broad-based methodology, and we encourage you to modify our materials to teach the concepts in a way that meets the needs of the students or clients with whom you work – **PROVIDED** your adaptation or the new materials you create are being used *only with your own students/clients in your own school/school district/clinic*. When you cross the line and start sharing your adaptations outside your school/clinic, you are now sharing them with the public (free/fee-based doesn't matter) and that's where trademark and copyright issues arise. The right to create and share a derivative product about Social Thinking, Superflex, The Zones of Regulation, or any of the materials we publish belongs **exclusively** to TSP.

We think it's wonderful so many more people are now using Social Thinking materials, but we are equally concerned about so many people doing things they shouldn't. These include creating and circulating materials that are teaching our methodology, frameworks, and strategies incorrectly, or are focusing on behavior change rather than social competencies. It is also important for us to continue to be recognized as the creators of all our works as we expand and evolve the methodology. Teaching fidelity is of paramount importance to us and we want to make sure children and adults are getting the best possible instruction available.

While we recognize that most teachers, SLPs, and other people who post to sites such as TeachersPayTeachers.com or YouTube, Pinterest, or Facebook do so in the spirit of helping others, it's unfortunately come to the point that we've had to draw a line in the sand and monitor and actively report these copyright violations. This takes huge amounts of time and effort by our staff, people who would otherwise be creating new products to share with you! Please help us protect the integrity of the work we've spent over two decades creating in response to your needs and be informed about the dos and don'ts of using our name and our materials. You can find many documents and FAQs on our website related to this. When in doubt, send us your questions. We know this can be confusing for everyone.

Thank you for reading, listening, and being part of a Social Thinking community that strives for excellence in helping individuals with social emotional learning challenges. Please report any violations you see online to us at info@socialthinking.com.

Learn more and download materials about using our name, trademarks, and materials: www.socialthinking.com/IP

If, **after reading/checking our online materials** you still have questions, email them to info@socialthinking.com. Please put "IP Question" in the subject line.

