

Guidelines for Using the Social Thinking[®] Name and Materials

Social
Thinking[®].com

Over 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 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 of the content we create**. It's also important to us that when individuals see the name "Social Thinking" or "Superflex" or "Social Thinking's GPS" (or any other name associated with 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 name and how our materials can and cannot be used. This document can be found on the home page of our website at www.socialthinking.com. Look for the section "Sharing our Intellectual Property."

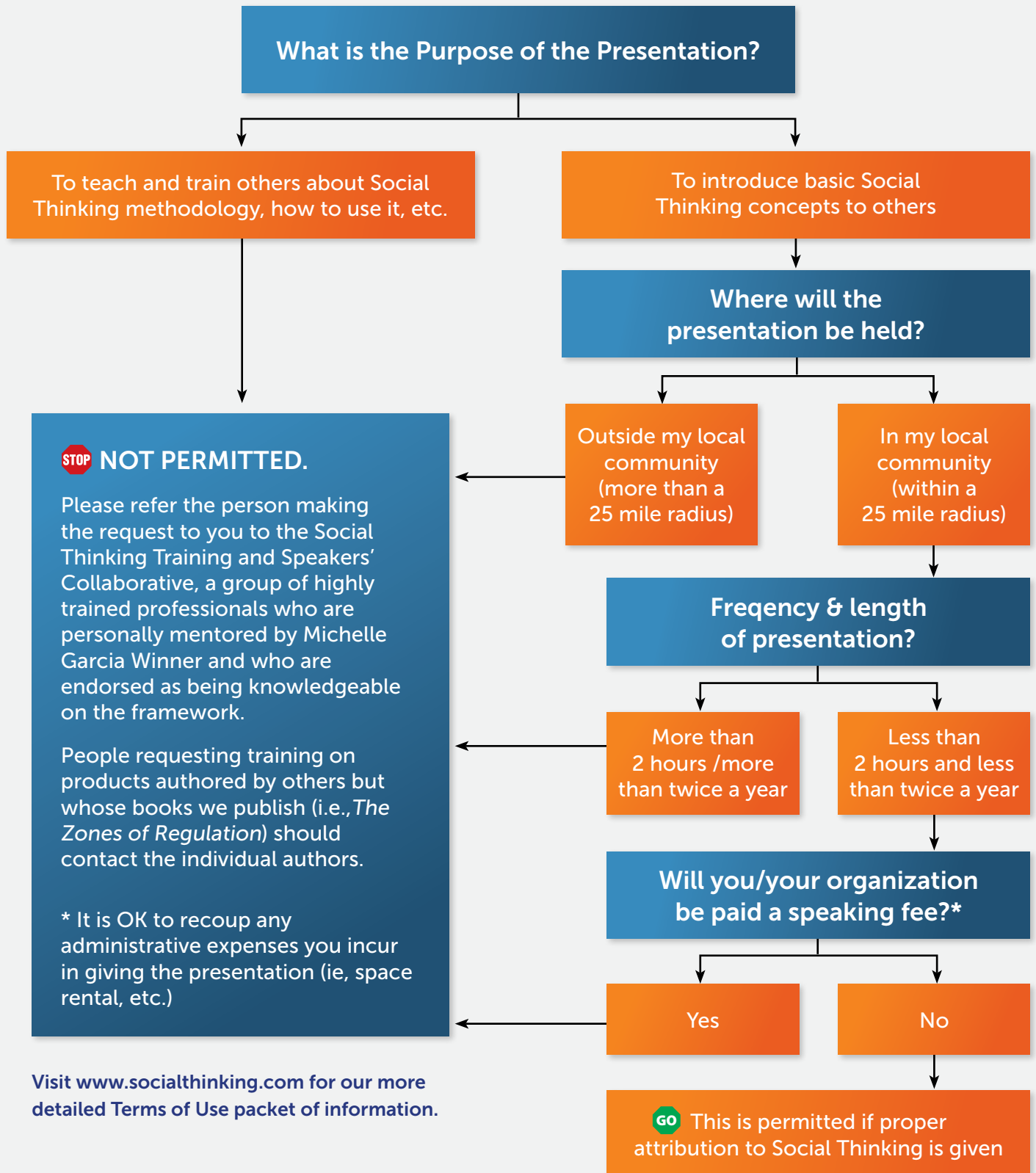
The purpose of this brochure is two-fold, to:

1. Remind you that conditions are associated with using our copyrighted and trademarked materials and concepts, and
2. Try to transform often-confusing copyright language into a more relatable form.

In addition to sharing our terms of use document (which addresses many more aspects than outlined here), we've created a set of flow charts. We all recognize the power of a visual tool! These flowcharts step you through some basic questions in using our materials, using the Social Thinking name in your program or services, offering presentations on Social Thinking, and creating new works based on our original materials (derivatives).

Can I Give Presentations or Speak

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





Can I Use the Social Thinking® Name? (or other similar names we own)

How do you want to use the
Social Thinking name?*

To name our school,
agency, business,
clinic and/or web
domain

STOP NOT PERMITTED.

Social Thinking® is a registered trademark and that name belongs exclusively to us. Only businesses or programs that are operated by Think Social Publishing (TSP) can use the Social Thinking name.

To name a program or
service we offer
(e.g., Social Thinking®
Groups)

STOP NOT PERMITTED.

Trademark is an indication of "source" – who created the original content. Therefore only programs run by TSP can use the Social Thinking name.

However, you can use the Social Thinking name in the description of your services (see next column.)

To describe that we
use Social Thinking
concepts, curricula and/
or frameworks within the
program(s) we operate,
and include this in our
program description.

GO Yes! This is permitted.

and encouraged, provided you meet the 5 conditions listed in our Trademark Terms of Use documents available at www.socialthinking.com.

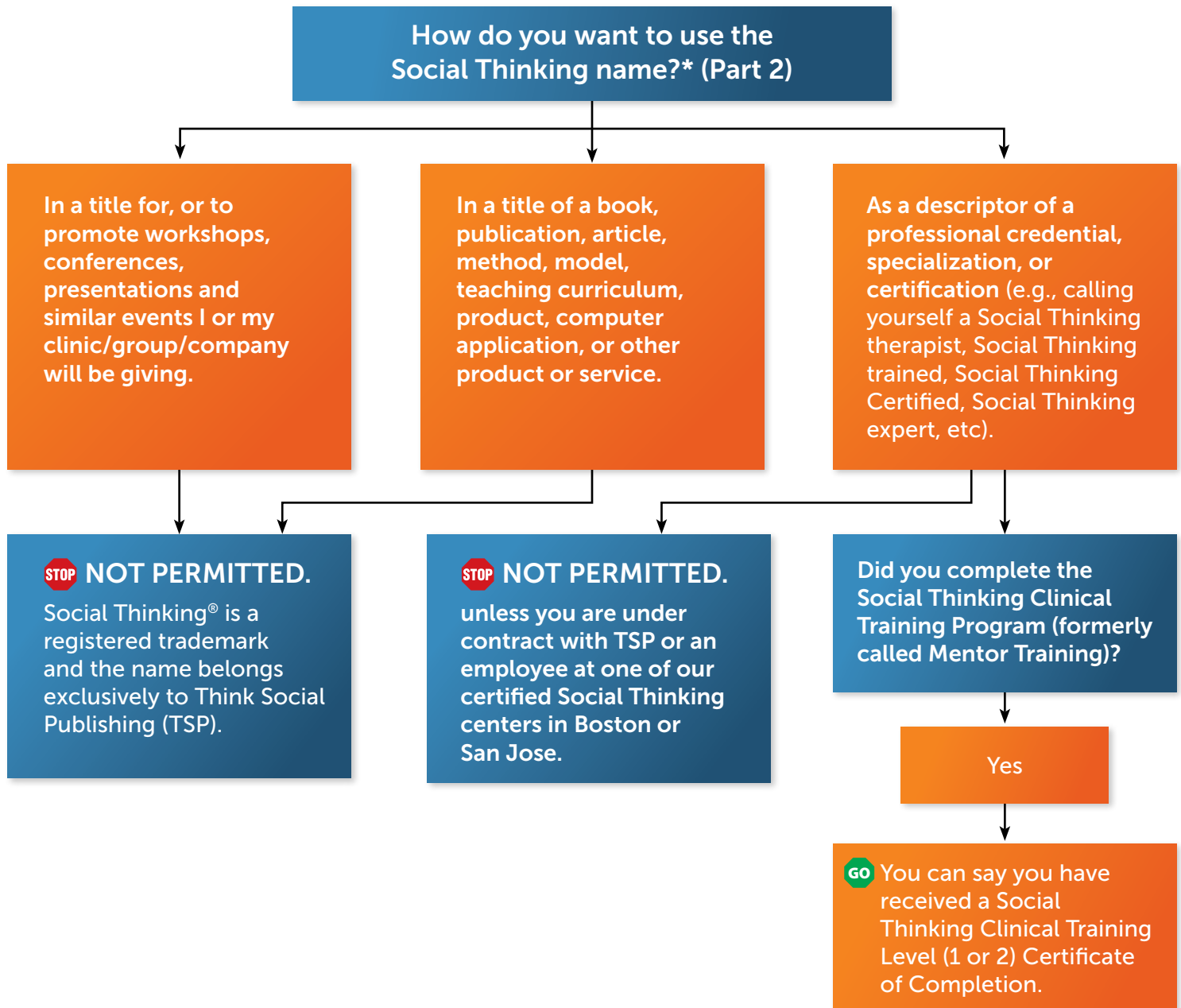
Briefly they are:

- Use of appropriate trademark symbols on our name.
- Proper attribution is included.
- Over 50% of the program must be based on Social Thinking.
- Non-affiliation statement included.
- All materials, in print or online, contain these 5 elements.

* Note: these same Terms of Use apply to using any other of the trademark/copyright protected works created by TSP, including Superflex™. This same restriction also applies to The Zones of Regulation® and Whole Body Listening Larry.



Can I Use the Social Thinking® Name? (Part 2)



Visit www.socialthinking.com for our more detailed Terms of Use packet of information.



Can I Modify or Create My Own Materials*

based on Social Thinking® Concepts, Characters,
Curricula, or Frameworks?



* A derivative is anything you create (a handout, a worksheet, an activity, a game, a teaching unit, etc.) that is an offshoot of, is based on, or uses any concept(s), character(s) (e.g., Superflex or any Unthinkable/Thinkable), storyline, lesson, etc. that is part of the larger Social Thinking methodology, The Zones of Regulation, or Whole Body Listening Larry, etc.

Find a more detailed Terms of Use packet at our website, www.socialthinking.com

Our Challenge with Posts on TeachersPayTeachers.com or similar websites



Social Thinking is a flexible systems-based methodology, and we encourage you to modify our materials to teach the concepts more specifically to the students with whom you work — **PROVIDED** your adaptation is being used *only in your own classroom/ school/clinic/home and directly with the individuals you help*.

Unfortunately, what we're noticing is that more and more people are using our materials in ways that are not permitted and even worse, are creating and circulating materials that are teaching our methodology incorrectly.

The biggest center of this trademark/copyright infringement and inaccurate or misguided teachings is TeachersPayTeachers.com (TpT). The right to create offshoots of our work (e.g. derivative works), or authorize others to do so, rests solely with us under copyright/trademark law. **That means every person not under contract with us is infringing on our copyrights or trademarks when they create and post materials based on any part of Social Thinking anywhere on the Internet, and especially on TpT or other "teacher-sharing" websites.** This includes materials based on Social Detective, Superflex™, Whole Body Listening Larry, The Incredible Flexible You, and The Zones of Regulation® as well as all our other tools and the Social Thinking Vocabulary!

While we recognize that most people post to TpT in the spirit of helping others, it's unfortunately come to the point that we have to draw a line in the sand. We're increasingly concerned about so many people teaching our work incorrectly and/or re-selling our work or derivatives of our work in an unauthorized manner. **To protect the integrity of our methodology, in consult with our lawyer we are filing formal complaints to TpT, accompanied by a list of postings that infringe on our work.** If you have Social Thinking-related materials posted there, please remove them. It doesn't matter if they are offered free or for a fee; it's still infringement.

We'd like to provide a special shout out to those of you who help identify people in violation of our terms of use. Having a large community who help police how others share our information helps maintain our work's integrity while also encouraging us to continue to share our many ideas with the public.

Thank you for your time and careful attention to this information and for helping us protect the work we've spent over two decades creating and evolving in response to your needs and those of the people with whom you work. If you have other questions about our terms of use, please contact us.

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