



## Brief Overview: Using Social Thinking® Trademarks and Our Materials

(Updated April 2016)

**PLEASE READ** the two documents in this packet that expand upon the brief points outlined below.

- **Social Thinking, Superflex, The Unthinkables, The Thinkables, and We Thinkers! GPS** are trademarks owned by Think Social Publishing (TSP). *The Incredible Flexible You*® is licensed to TSP to use. Trademark means we have **exclusive** ownership to these names/terms, their use, and the work they represent.
- All other parts of the Social Thinking methodology are **copyrighted** and cannot be used without certain conditions being met by the user, including at minimum, proper attribution. In many/most cases, written permission or licensing by us to you is required. Among these copyrighted works are all our worksheets/thinksheets, the Think Social curriculum, the ILAUGH Model, Unthinkables/Thinkables characters (images and names), We Thinkers! storylines, characters, curriculum, and the We Thinkers! GPS materials (previously titled *The Incredible Flexible You Volume 1*), Cascade of Social Functioning, Friendship Pyramid, Spirals of Social Success/Failure, Social Behavior Mapping, Social Thinking-Social Communication Profile, all terms that make up the Social Thinking Vocabulary, etc. Everything we conceive of, talk about at a conference, or produce in any form/format is copyrighted.
- The Social Thinking **logo** may not be used by anyone, under any circumstances, without a contractual agreement with us to provide treatment and/or clinical/professional services.

### Permitted Uses of the names that belong to us (e.g., everything mentioned above)

- Within the **description** of a program or service you can use our trademarked or copyrighted names, but not within the name of that program, service, etc. When telling the public that you are using, teaching, or basing your programs or services on Social Thinking or Superflex or our early learner curriculum, We Thinkers!, 5 conditions must be met to use these names. (Please see below and the accompanying documents.)
- In describing your Clinical Training it is OK to say you have "... received a Social Thinking® Clinical Training Level (1 or 2) Certificate of Completion."

### Non-Permitted Uses of the name "Social Thinking" (and other names we own)

- As any part of the name of your business, clinic, organization, group, etc.

- As any part of a website domain name or email address you use or own
- As any part of the name of a product, program, or service you provide. For instance, “Social Thinking Groups for Teens” or “The Incredible Flexible You PreK Program” or “We Thinkers! Early Learners Program” or “Superflex Camp for Kids” are all trademark infringements on our name or materials.
- As any part of a special certification or professional credential. For instance, “Social Thinking therapist” or “Social Thinking certified” is not permitted. Also, referring to yourself as an “expert” on Social Thinking, Superflex, We Thinkers, etc. is not permitted unless you are on staff or under contract with TSP to act on its behalf.
- As part of a title of a workshop, presentation, conference, etc. that is not hosted or sponsored by us. (See separate document on speaking engagements.)
- As part of the title of a book, publication, article, method, model, teaching curriculum, product, computer application, etc., unless you have obtained prior written permission and licensing from TSP. For instance, creating a set of lessons called “Topic Twistermeister Invades Your Brain” and distributing them outside your classroom/clinic is not permitted.

## Using Social Thinking Materials

“Social Thinking materials” includes everything we produce and distribute: in print, orally or in print at our conferences, our characters, storylines, worksheets/thinksheets, etc. (Works we publish where the copyright is held by another author are not included here. Please contact the author with your copyright/trademark questions.)

### It is OK to:

- Use as is, copy worksheets/handouts, or adapt our materials when working 1:1 or in small groups with *your own* students.
- Share these materials with immediate stakeholders in a student’s life, such as parents, caregivers, or a child’s direct service provider.
- Freely share (without changes and with attribution to TSP) articles, blogs, or other free information downloads found at the TSP website with others.
- Copy and use front cover images from any of our TSP published books as examples of materials you use in teaching, in clinic, etc. Simply go to the product page, click on the option to enlarge the image and then right-click to save a copy of the image. Easy!
- Mention in print or on your website that you use Social Thinking materials in your work with students.

The above uses are OK **only when accompanied by proper attribution/citation** (see trademark documents for examples) *even on materials you’ve created yourself that are based on/adapted from Social Thinking concepts, ideas, strategies, vocabulary, etc.* Without attribution the general public may perceive that you created the Social Thinking materials from which your work originated.

### Is it NOT OK to:

- Copy and use, in whole or part, adapt or excerpt information or materials to distribute to others outside your classroom/clinic work with your own students (except as noted above).
- Post any Social Thinking materials on your website, on a school intranet or shared network where they can be freely accessed/downloaded by anyone. The one exception is when we offer a free lesson or handout on the TSP website. In that case the intention is that it can be

freely shared with anyone. Otherwise, all content in our books, on the CDs/USBs that come in the books, any information presented orally or in writing at conferences, etc. is protected.

- Convert any of our materials to digital or audio format and share in any manner, including direct virtual teaching networks with students without prior written permission from TSP.
- Record Social Thinking training events, workshops, or conference materials and share with others in any manner, including posting such recordings on YouTube.
- Translate our materials into other languages to share with others. (Note: it is permitted to translate individual worksheets/thinksheets to use **ONLY** with your own students, but it is not permitted to translate an entire book or all teaching materials without a written license from TSP to do so.)
- Give presentations on Social Thinking or any of its components, or advertise that you do so orally or in writing. (See expanded discussion below).
- Use any part of Social Thinking concepts, materials, strategies, characters, etc. in a commercial or consumer application of any type. This includes creating your own adaptations from our original materials and circulating them, for free or a fee.
- Create your own worksheets, handouts, lessons or activity sheets, posters, etc. based on any part of Social Thinking methodology to print and distribute, or post online either for a fee or free except as outlined above for direct use with your students. This includes creating materials and posting to websites such as teacherspayteachers.com. **Posting to TpT is a direct violation** and TSP *will* take action against you and TpT so be forewarned. The majority of people posting to TpT are NOT teaching our methodology correctly!
- Incorporate our materials into products you create such as books or storybooks, curricula, professional training courses, DVDs, electronic apps, virtual learning materials, or other materials made available to the public, without express written permission from TSP.

## Adaptations & Derivative Products

Social Thinking methodology is not a “one size fits all” approach to teaching students about social thinking. It was designed to be flexible, as no two minds think exactly alike. We encourage you to adapt our materials to meet your individual students’ needs and level of social cognitive ability. However, there are restrictions.

- Adaptations and derivative works you create can be freely used in *your classroom or clinic* 1:1 or in small groups with individuals you teach, provided they are offered at no specific charge and include proper attribution. Adapt away to teach your own kids!
- Adaptations or derivative works may NOT be shared or presented to the general public, for free or a fee, in any audio, digital, or print form/format: at a workshop, in a book, game, app, toy, published educational curriculum, posted on a website, posted to YouTube, posted to teacherspayteachers.com, etc.





## **Brief Overview: Presentations, Workshops or Other Speaking Engagements on Social Thinking®**

(Updated April 2016)

We are committed to protecting the integrity of Social Thinking and all components that make up our larger methodology, and using our best efforts to assure that individuals who share information on Social Thinking methodology with others do so with proper and up-to-date training. We continually update and expand upon the concepts and ideas that make up Social Thinking methodology. It evolves regularly over time.

**PLEASE READ** the two documents in this packet that expand upon the brief points outlined below.

### **It is OK for you to:**

- Give a free, short (less than two hours), *introductory* presentation on Social Thinking, or any of its component parts, such as Superflex, Social Behavior Mapping, We Thinkers! early learner curriculum, etc. in your local community (within a 25 mile radius).
- Give a free in-service to other professionals in *your* school district or clinic about how you use Social Thinking in your classroom, or to share the information you learned at a Social Thinking workshop you attended. That said, you cannot represent yourself as a “trainer” of other teachers either within or outside your school or present this same information outside your district, except as otherwise permitted above. For instance, you’re an SLP or an educator and you’ve been using Social Thinking and Superflex in your class for a few years. Your administration wants you to take a part of your day each week and train other teachers in your 12-school district to use Social Thinking, and then regularly do update sessions. Essentially they want you to become a trainer on Social Thinking. This is not permitted as we have no way to know that how you teach our methodology is how it was designed to be taught. Many people misunderstand the basic emphasis on thinking that is at the heart of Social Thinking and incorrectly teach our work from a behavior perspective.
- Refer people who want training on Social Thinking to the Social Thinking Training and Speakers Collaborative (read more below).

In both cases above, proper trademark use and attribution to TPS/original author(s) is required in everything you present to others.

### **It is NOT OK for you to:**

- Teach or train others about the Social Thinking methodology or any of its component parts

- Give a presentation or series of presentations that may be construed as teaching or training on the framework or its parts
- Give a presentation that is more than 2 hours in length
- Give a presentation or series of presentations in which the content extends beyond a brief introduction in nature
- Advertise in print, via email, or orally that you speak and/or train others on Social Thinking or any of its components, even within your own city/school district
- Charge a speaker fee for any presentation you give, even introductory.

*Example 1:*

*A teacher attends one of our Social Thinking conferences. He then gives an in-service presentation to other teachers in his school on the Social Thinking concepts and materials he learned about. He also shares the conference handouts with the teachers at the in-service. This is a permitted way to share information with others.*

*Example 2:*

*A teacher uses the Superflex curriculum in her classroom. She is invited by her state ASD group to present on Superflex at their annual conference. That teacher is not permitted to give presentations to the general public on the Superflex curriculum (other than a short introduction) if the content involves teaching others how to use it, even if the teacher is not paid for the presentation.*

*Example 3:*

*A clinician has completed the Clinical Training Program and returns to her area, then gives presentations to the general public based on the materials learned. This is not permitted except for a brief, free introduction to Social Thinking or specific components. However, she can share what she learned freely with other professionals who work at the same clinic.*

*Example 4:*

*An SLP who provides services to a local school has developed a new teaching unit based on Social Thinking's Spirals of Social Success and Failure. He uses it actively with his students and it's been very successful. His colleagues are encouraging him to develop a workshop around it and "take it on the road." That would be a copyright violation. Only TSP approved speakers can present our works or adaptations/derivatives of our work in this way on any components of the Social Thinking methodology.*

Training/instructional presentations where the content extends beyond a general introduction suggest that the person presenting the material is an "authority" or "expert" on Social Thinking, and/or is a representative of our company or a trained speaker on our curriculum.

The same speaker restrictions apply to any other parts of Social Thinking, such as our *Superflex* curriculum or our early learner curriculum, *We Thinkers!* (previously titled *The Incredible Flexible You Volume 1*). This information also applies to books we publish that offer teaching models created by other authors where the copyright is held by the author(s). Two examples are *What is a Thought? A Thought is a Lot!* or *Movie Time Social Learning*. *The Zones of Regulation* is a similar situation, as its creator, Leah Kuypers, offers training on using the model. Please contact the authors directly about permission to speak on their materials or teaching models.

## Refer Requests to Us!

If you receive requests to speak in more depth on Social Thinking or provide Social Thinking training on any aspect of our methodology, please refer people to the **Social Thinking Training and Speakers' Collaborative**, a group of highly trained professionals and clinicians who are personally mentored on an ongoing basis by Michelle and Pamela Crooke, and who are endorsed by TSP as being knowledgeable on the framework. These people are kept current on evolving thought on Social Thinking, and can give tailored presentations and workshops on various aspects of Social Thinking to schools, teachers, groups, organizations, etc.

Find detailed information about the Collaborative under the Conferences tab on our website, [www.socialthinking.com](http://www.socialthinking.com) or call our California office at 408.557.8595.



We encourage you to freely share our website address with parents, other educators, counselors, and clinicians. They will find a wealth of information, free articles, access to our regular newsletters and blogs, and more. [www.socialthinking.com](http://www.socialthinking.com).



## A How-To Guide for Using the Social Thinking® Name and Our Materials

(Updated April 2016)

We've had many people ask us to explain the parameters of using the term "Social Thinking" as well as using the materials we create (lessons/activities/thinksheets, the Social Thinking Vocabulary, Superflex characters or storylines, etc.) or giving presentations on Social Thinking. Others have notified us that they thought people were misusing the term Social Thinking or the work itself. It's good to know we have a loyal community!

The evolution of the work related to Social Thinking continues, but as our name and the related methodology and its materials have become more popular we realized we needed to better define its use within the community.

As a result, we've created some guidelines that explain and protect the use of the Social Thinking name and its trademark, ensure that our work is being used consistent with its purpose, and make sure that the origins of our work can be traced back to us. The following information defines what we encourage/permit and what isn't permitted to meet those goals.

### Terminology

"Intellectual Property" means patents, copyrights, trademarks, moral rights and other similar materials.

"Trademark" means a legally registered mark (such as our name, Social Thinking®) used to denote our commercial dealings by identifying us as **owners and source** of the trademark and related materials. Trademarks helps the general public know who originally created the work and where it can be found.

"Copyright" means the exclusive right to a work that allows us to reproduce, distribute, display, perform, or create derivative works of an original work of authorship. We can also authorize/license others to do this, via a written agreement.

"Derivative work" means any product (oral, written, electronic) that is built upon or derived from (i.e., starts from) Social Thinking and uses any portion of Social Thinking concepts, vocabulary, ideas, characters, thinksheets/worksheets, and/or other materials that are part of our established methodology.

Think Social Publishing, Inc., also does business as Social Thinking Publishing; both refer to the same entity and trademark/copyrights apply when either name is referenced.

## Intellectual Property and Copyright

All materials that describe or are part of the Social Thinking methodology as created by Michelle Garcia Winner constitute Intellectual Property (IP) that belongs exclusively to her and/or Think Social Publishing, Inc. (TSP). In addition to Social Thinking, TSP also owns the trademark for Superflex and the related curriculum, characters, images, and teaching strategies that are part of it. Our early learner curriculum, We Thinkers! Volume 1 Social Explorers (previously titled *The Incredible Flexible You Volume 1*), We Thinkers! Volume 2 Social Problem Solvers, and the We Thinkers! GPS are all also protected. Similar restrictions to use of these names, their related characters and images, and their teaching concepts, frameworks and materials apply as described for Social Thinking.

Various other words, phrases, and names related to our IP are copyrighted and require proper attribution. These include but are not limited to:

Think Social	Friendship Peer-a-Mid
ILAUGH Model of Social Thinking	Social Behavior Mapping
Unthinkables or Thinkables	Social Thinking-Social Communication Profile
Cascade of Social Functioning	Spirals of Success and Failure

The Social Thinking Vocabulary and the individual terms and concepts that comprise the vocabulary also constitute part of our IP.

Similar restrictions on usage and requirements for attribution exist on using copyrighted and/or trademarked materials that belong to other authors whose books and products we have published. Please consult each individual book for the copyright/trademark holder of the materials. When in doubt, contact the author!

## Use of our trademark “Social Thinking®”

To protect the name we gave our work, Social Thinking, we registered it as a trademark, which gives us **exclusive** ownership of this name and all components that make up the Social Thinking teaching methodology. The trademark is indicated by use of the registered trademark symbol after Social Thinking, i.e., Social Thinking®. (Please note this is not the “TM” symbol.) Owning this trademark means there are restrictions in how others may use this term.

In *all situations* where you are referring to, talking about, or referencing Social Thinking in print and electronic documents, and on web pages, you must include the registered trademark symbol on your **first** reference to “Social Thinking” AND attribute that trademark to Michelle Garcia Winner in some **obvious** way (see more information on this below). If your computer cannot generate the precise symbol, using (R) will suffice. Subsequent use of “Social Thinking” in the same document does not require use of the registered trademark symbol (although you can do so if you so choose). However, since web pages can be accessed independently of each other, the trademark symbol and attribution must be used on the first instance “Social Thinking” appears on *each* web page.

Please note that when referring to Social Thinking as the teaching methodology created by Michelle Garcia Winner, *each word is capitalized*. If your intention is to talk about social processing in general, or to discuss the thinking part of our social nature, because the term “Social Thinking” is



trademarked, we suggest you use an alternative term, such as “social cognition”, “social learning”, “social brain processing”, “social smarts”, etc. Please note that using the term in lowercase format (“social thinking”) does not release you from the obligation to attribute that term to its source, Michelle Garcia Winner and TSP.

Because the name “Social Thinking” belongs exclusively to TSP, without prior written agreement from TSP, **it may not be used as all or part of a name of a:**

- business/organization/commercial entity, whether public, private or nonprofit
- professional group
- clinic/treatment center
- website domain name or email address
- service or treatment program

This type of permission is only given to groups/organizations that are somehow directly tied to or operate under an agreement with our company. For instance, our sister clinic in Boston is called Social Thinking® Boston. They can offer “Social Thinking Groups” or “Social Thinking for Tweens” programs, etc. Others cannot name their programs or services that way.

We do, however, allow and encourage the Social Thinking name to be used in the **description** of an **individual service or treatment program** offered by a school, clinic, group, or business, if you are using our methodology. *Use of the Social Thinking name in this way comes with conditions.* See more on this in the Direct Use of Social Thinking Materials section below.

The Social Thinking name may **not be used by an individual in the context of purporting to have a specific certification, specialization or as descriptor of a professional credential or level of expertise.** For example, using the terms “Social Thinking trained”, “Social Thinking certified”, “certified therapist by Social Thinking” or “a Social Thinking therapist” or a “Social Thinking expert” is not permitted unless the person has a direct-service contract with us. However, it is permissible for individuals to use generic terms such as “social cognitive specialist”, “social skills therapist” or “social learning therapist” to describe their area of expertise or specialization.

A limited exception is extended to individuals who have completed our Social Thinking® Clinical Training Program (formerly called Mentor Training); these individuals can say they have completed this exclusive Social Thinking training and should express that as having “...received a Social Thinking® Clinical Training Level (1 or 2) Certificate of Completion.” However, even they cannot call themselves “Social Thinking therapists” or any of the other designations mentioned above, or suggest that they are someone certified or their work is approved by TSP.

The Social Thinking name may **not be used in a title for, or to promote workshops, conferences, presentations, and similar events** unless they are hosted or sponsored directly by us. For example, “Join the Social Thinking Los Angeles 2 Day Workshop” or “Social Thinking Comes to Chicago” is **not** permitted without a contractual agreement with us where Michelle Garcia Winner or another member(s) of our Social Thinking Training and Speakers’ Collaborative will be presenting.

The Social Thinking name may **not be used in the title of a book, publication, article, method, model, teaching curriculum, product, computer application, app, or associated with any other type of product in any medium, even with the addition of the trademark,** without express written

permission from us. Such use suggests that a material relationship exists between us and the author/creator of the product. As a result, the general public may misconstrue the product to be produced by or in affiliation with us when it may not be. If you are in doubt about any aspect of this, please contact us before moving forward with your project or product.

Use of the Social Thinking **logo is not permitted under any circumstance by anyone who does not have written authorization from us** to do so. In most cases, permission to use our logo is only given to entities with whom we have a contractual relationship for services or treatment.

### Permitted use of the Social Thinking® name

The Social Thinking name **may be used**, by an individual, agency, or group *to describe* a singular program or the type of treatment program they offer (but *not* as a name for their program/service, or school, agency, or business). If a clinic, school, or group chooses to use the Social Thinking name in describing the service or program being offered, **they must implement and agree to adhere to all of the following five conditions** for use of the name.

*Example:* XYZ Associates decides to start a teen group where they will be using/teaching Social Thinking concepts and materials. They can name that program anything they want, but “Social Thinking” cannot be part of the program’s name (or Superflex, We Thinkers! The Incredible Flexible You, etc.). Let’s say they call it “Social Smarts for Teens.”

In the program description they want to let their community know they are building their program around, and/or using Social Thinking concepts and materials. That’s great; they can do so **provided** these five conditions are adhered to and are included in their program description:

1. *Use of the registered trademark symbol* in the description, either on all instances where “Social Thinking” is used, or at minimum, the first time.
2. *Attribution to Michelle Garcia Winner* as creator of the methodology or framework they are using, plus the Social Thinking URL. This should be clearly established in the first paragraph where “Social Thinking” is being used or that describes the service or treatment program. This applies to both free and fee-based programs.
3. *Social Thinking concepts, strategies, curricula, and/or vocabulary* as developed by Michelle Garcia Winner **make up at least 50% of the core content of the treatment program**. If you have made substantial adaptations of Social Thinking concepts or materials, combined it with other social strategies into an original curriculum or program/service of your own, or otherwise are using our materials not as originally developed, you are not permitted to describe your program as “Social Thinking.” If you’re going to say it is Social Thinking it has to be Social Thinking as it was created by TSP to be taught.
4. *A statement of non-affiliation/non-endorsement* is included once in the print document and is on each webpage where the program is being mentioned/described online, worded as follows: “This program, including its teacher or leader, is not affiliated with, nor has it been reviewed, approved, or endorsed by Michelle Garcia Winner and Think Social Publishing, Inc.”
5. *Printed/electronic materials*, coursework, brochures, flyers, advertising messages, etc. provided to participants must **contain these same five attributions**.

Even when these five conditions are met, users are *not* permitted to purchase and use a domain name (URL) if “Social Thinking” is used within the domain name.

These same restrictions and conditions apply to use of the Superflex trademark and also use of the We Thinkers! name, or We Thinkers! GPS or using GPS in conjunction with social emotional programs. When talking about our early learner curriculum, *We Thinkers!* specifically, attribution should be made to all four authors of the curriculum, not just to Michelle Garcia Winner.

So, in our example above for XYZ Associates, their program description might read as follows. It satisfies all five of the conditions explained above:

***Join our new SOCIAL SMARTS FOR TEENS Group starting this Fall!***

XYZ Associates is excited to introduce a new social learning program for teens that is based on Social Thinking®, a teaching methodology created by Michelle Garcia Winner ([www.socialthinking.com](http://www.socialthinking.com)). Social Thinking® explodes the social code and translates many of the intangible social ideas (like paying attention, being part of a group, making friends, etc.) into concrete ideas that make sense to our teens who struggle with social learning. The program will run for 12 weeks and meets each Wednesday after school. Learn more at XYZTeens.com. This program, including its teacher or leader, is not affiliated with, nor has it been reviewed, approved, or endorsed by Michelle Garcia Winner and Think Social Publishing, Inc.

## **Giving Presentations/Speaking about Social Thinking®**

**(Includes Superflex, We Thinkers! (previously The Incredible Flexible You), and different frameworks included in Social Thinking)**

The Social Thinking teaching methodology is the result of decades of work, thought, and research by Michelle, the core Social Thinking team, and other related professionals. The curricula are meant to be taught through the lens of social thought processes, rather than with a focus on changing social behavior. As more and more people learn about Social Thinking, we are noticing that not all individuals explain or teach it correctly, in the manner it was designed to be taught. For this reason, and in an effort to preserve and protect the integrity of the Social Thinking methodology, we've had to put limitations on others who want to, or are asked to, speak about the topic.

In general, individuals are only permitted to give presentations on Social Thinking or any of its components (e.g., Superflex, ILAUGH Model, *We Thinkers!* early learner curriculum, The Levels of the Social Mind, the Social Thinking Social Communication Profile, etc.) or related programs we've published (e.g., *Whole Body Listening Larry*, *The Zones of Regulation*®) when offering a free, introductory, in-service or group presentation in the speaker's local community (within a 25-mile radius). Presentations like this are generally short (120 min or less) and are meant to *introduce, not teach or train others* on, Social Thinking and/or using or infusing the related teaching frameworks into a school, program, or clinic. Think: information, *not* training/education. If a fee is charged for people to attend the local talk (for instance, a presentation to parents at a local library), the fee should only help cover the material expenses for holding the event (e.g., room rental cost, snacks, audio-visual rental); the fee is not to reimburse the speaker for professional time spent preparing for and/or giving the talk.

Educators or clinicians who attend a Social Thinking conference are permitted to share the information they learned and handout materials provided at the event to other teachers/ clinicians in *their own* school district/clinic through a free in-service to those individuals (but not to others outside their district/clinic). Again, this is information sharing, *not* teaching teachers or other professionals to

implement/use/set up programs on Social Thinking. Along these same lines, parents who attend one of our conferences can share information and materials with other stakeholders in the child's life, such as the child's teacher, therapist, etc. The one exception on sharing handout materials from a conference is if the material has a "do not share" in the copyright section on the handout. This means the material is in development and should **not** be shared with others at this point in time.

When speaking and/or sharing handouts or other published materials from Social Thinking, proper citation and attribution of content and materials is required both orally and/or on materials in print.

Other than the situations noted above, **individuals are not permitted to give presentations** on Social Thinking, Superflex, The Zones of Regulation, We Thinkers!, Social Behavior Mapping, or other portions of our teaching methodology or related materials that meet any one or all of these parameters:

- more than two hours in length
- depth of content extends beyond being introductory in nature
- contains video clips, handouts, or materials owned by TSP or our authors, other than the permitted uses outlined above
- the speaker receives a fee for giving the presentation. (This doesn't apply to individuals who are expected, as part of their school or clinic salary, to present the information to their co-workers after attending one of our conferences.)

Under no circumstances can professionals (educators, therapists, clinicians, etc.) or parents advertise themselves as available to give presentations on core concepts, lessons, specific parts, or the entire methodology developed by Social Thinking or related products we publish by other authors unless they are under contract with TSP (or authors who hold copyright) to do so. *This applies to* individuals who have participated in the Social Thinking Clinical Training (Mentor Training) Program.

Educators or related service providers who work within a school system (SLPs, behavior specialists, OTs, etc.) are *not* permitted to train others or provide workshops/sessions designed to train others in/outside the district in setting up, implementing, or designing Social Thinking programs or treatment programs for students. *This also applies to* individuals who have participated in the Social Thinking Clinical Training (Mentor Training) Program.

Any professional who receives requests to speak on Social Thinking or provide Social Thinking training on any aspect of the methodology or its components (including Superflex or We Thinkers!), should refer people to the **Social Thinking Training and Speakers Collaborative**, a group of highly trained professionals who are personally mentored on an ongoing basis by Michelle Garcia Winner and who are endorsed by TSP as being knowledgeable on the framework. The Collaborative members can give presentations and workshops on various aspects of Social Thinking and related social learning/social regulation models to schools, groups, organizations, etc. Find detailed information about the Collaborative at [www.socialthinking.com](http://www.socialthinking.com), under the Conferences/See All Conferences tab.

Requests for speakers/training on any methodology or curriculum authored by others but contained in books we publish, such as *The Zones of Regulation*, *Whole Body Listening Larry*, or *Movie Time Social Learning*, should be directed to the individual authors of those works.

## Using Social Thinking® Materials

“Social Thinking materials” is the umbrella that includes everything we produce or information we distribute in any format (in print, digital/electronic documents, audio/visual recordings, information presented orally at our conferences, etc.): all our books, teaching tools, strategies, charts and graphics, curriculum, worksheets/thinksheets, handouts, characters and their images, storybooks/storylines, conference presentation materials, conference video clips, etc.

All our materials are protected under our trademark and/or are copyrighted, which means that individuals (including parents, educators, clinicians, etc.) or schools/organizations are **not permitted to copy and use, in whole or part, or adapt or excerpt this information** except as permitted below. As a general rule, if you’re using TSP published materials (or your own content adaptation of our materials) 1:1 with students within your own clinic, classroom or school, your use is permitted. *Just about everything else is **not permitted***, so please carefully read the information that follows.

Listed below are ways our materials can/cannot be used. In those instances where sharing our materials is permitted, such use requires proper attribution (see separate section below with examples). Some uses may require prior written permission, such as content adaptations within a larger work, condensed articles to fit space requirements, or other such instances where the original content is modified in any way and shared beyond the walls of your classroom/school /clinic. Online usage, sharing of materials or making adaptations requires written permission as outlined below.

**Materials found on our website:** please do share articles, blogs, or other free information downloads found on our website with others. You are also permitted to copy and use front cover images from any of our books (published by TSP) if you are referencing and/or talking about that particular book. You can share these materials via print, via email, or via your own website provided you are sharing the materials at no cost to others. In all cases, you must:

- share the article/blog/document/book cover exactly as it appears on our website (changes or adaptations need permission from us beforehand)
- include attribution to the author, the TSP copyright line found in the article, and our website URL where you found the materials, [www.socialthinking.com](http://www.socialthinking.com).

**Professional articles/research reports, etc.:** When writing about, referencing, or otherwise using any Social Thinking materials in your professional work, you are required to give proper attribution to Michelle Garcia Winner and Think Social Publishing, Inc. (or individual authors) as originator of these concepts, characters, and/or teaching materials. Attribution can be provided in various ways:

- through a footnote on the page
- through a direct in-line citation (e.g., Winner, 2007) and a bibliography reference
- through a descriptive line of text added within the same paragraph the Social Thinking name is first referenced.

**Direct instruction:** We encourage parents to actively use or adapt Social Thinking materials at home with children. We also encourage educators, therapists and other professionals to use the Social Thinking methodology and training materials in their professional work, and adapt as needed to meet the individual social learning needs of your students. However, such usage is permitted only under certain conditions.

1. Permission is granted to therapists, educators, and other individual professionals to use the Social Thinking methods, curriculum, lessons, handouts, strategies, worksheets/thinksheets, and other materials from books they have purchased for their own direct 1:1 or small group *in-classroom/in-school or in-clinic use*.
2. This permission to share our materials does *not* extend school-wide or organization-wide because one individual or the organization buys a copy of the book. It is prohibited for an individual, school, clinic, or company to copy and/or post our materials on a school's or clinic's website, intranet, or shared network, to copy and post Social Thinking materials onto a company website with public access, to convert any materials to digital or audio format and share in any electronic manner (including through direct virtual teaching networks to students), to reproduce materials on CDs in the back of our books and share with others apart from the book itself, and/or distribute materials from any of our products to others via any other print or electronic means. If a school is interested in purchasing multiple licenses to our works, please contact our office.
3. It is permissible for the parent, educator, or clinician to share a limited number of relevant worksheets/ thinksheets or other activity/handout materials that are included in a student's treatment program with direct stakeholders in that student's life. This includes the student's parents/caregivers, and the student's direct service provider(s). For instance, the teacher is talking about the Social Thinking concept "social wonder versus world wonder" with the student and is using a thinksheet from one of our books on this concept. It's fine – and encouraged – to share that thinksheet with the child's parents, the child's SLP, etc.
4. It is permissible for private therapists, clinicians, and other practitioners to mention that they use Social Thinking concepts and materials when advertising their work (in print or via a webpage) *provided* they give proper attribution to Michelle Garcia Winner and/or individual authors and meet certain conditions for doing so. (See additional information below about attribution.)

**Commercial/consumer products.** Social Thinking concepts, materials, strategies, Superflex characters, other characters, etc. may **not be used in a commercial or consumer venture of any type unless you have a contract with us to do so**. This includes repurposing our original materials or creating your own adaptations that are derived from our original materials. Examples of such *non-permitted uses* include without limitation:

- using Social Thinking materials in fee-paid workshops or presentations you offer (other than as described in this or the Dos and Don'ts document);
- creating your own worksheets, handouts, lessons or activity sheets, posters, etc. based on any part of Social Thinking to print and distribute, or post online either for a fee or free to others. (For instance, creating your own Superflex Unthinkables or Zones of Regulation handout/activity sheet/lesson or worksheet and posting it on websites such as teacherspayteachers.com is a direct copyright violation, even if you are offering your product for free.)
- incorporating our materials in products you create such as books or storybooks, curricula, professional training courses, DVDs, electronic apps, virtual learning materials, or other materials made available to the public;
- using any Social Thinking characters, names, or images in any other types of products designed, manufactured, and distributed in any way to the public, whether or not a fee is charged for the product or service.

Some examples of these permitted/non-permitted uses:

- A teacher wants to enlarge certain Superflex images to post on the walls of her classroom. That's fine; no written permission is needed.
- A school is using Superflex school-wide; they want to create some large displays for their hallways and entrance and also for a 5K Race they are planning as a fundraiser for their afterschool programs. Written permission from TSP is required.
- A teacher wants to create a lesson plan on the Unthinkable Topic Twistermeister and use it with her own students. That's fine; no written permission is needed.
- That same teacher wants to now share her lesson plan on Topic Twistermeister with a wider audience, through posting it on the school's public website, on YouTube and Pinterest, and also on the TeachersPayTeachers website. That's not permitted.
- A clinician using The Zones of Regulation wants to share the lessons from the book she owns with a friend of hers in another school district. She downloads the PDFs from the materials drive in the book and emails them to her friend. That's a copyright violation and is not permitted. More importantly, how will this teacher know how to accurately use these materials when they are separated from the book's content?
- A teacher wants to make Halloween Unthinkable character costumes for her students to wear as part of the school assembly. That's fine; no written permission is needed.
- Everyone loved the costumes, so that same teacher is thinking of marketing them on eBay and/or etsy.com. That's not permitted.
- A private program wants to create electronic versions of several Superflex books they've purchased to use in their virtual teaching classes. That's not permitted.
- A teacher working at a summer program in Peru wants to translate certain Social Thinking materials to use 1:1 with his students. That is permitted provided the materials are not shared with or distributed to people outside his own student group. He is not permitted to translate an entire book or the majority of a book, however.
- A school wants one teacher who uses Social Thinking to teach other teachers in their district about Social Thinking as part of a large-scale program to infuse Social Thinking district-wide into their classes. That's not permitted.

### **Proper Attribution to Social Thinking®**

When Social Thinking concepts, strategies, or materials are referenced or shared consistent with the policies outlined above, we require that you include attribution to us as the source of those materials. It just makes sense to give credit to the originator of the work! Basic attribution must contain certain elements:

- The name of the curriculum/concept/framework (e.g., Social Thinking, Superflex, We Thinkers!, ILAUGH Model of Social Thinking, Social Thinking Social Communication Profile, Social Behavior Mapping, The Friendship Peer-a-Mid, etc.)
- Use of the trademark symbol (if applicable)
- Attribution to Michelle (and/or other authors involved) as originator/owner/creator of the concept/framework
- The Social Thinking URL, and
- A brief description of what you're introducing (optional)

People often ask us for examples of acceptable attribution statements; several are offered below.



- "Social Thinking® is a term coined by Michelle Garcia Winner, CCC-SLP and represents a coordinated teaching methodology consisting of curricula, vocabulary, teaching tools, and strategies for individuals aged preschool through adults. Learn more at [www.socialthinking.com](http://www.socialthinking.com)."
- "Social Thinking® is a teaching methodology created by Michelle Garcia Winner, consisting of the Social Thinking Vocabulary, social concepts and strategies, original characters, and curricula with specific materials geared to different age ranges spanning preschool children to adults. Learn more at [www.socialthinking.com](http://www.socialthinking.com)"
- "Superflex™ is a superhero Social Thinking® curriculum created by Michelle Garcia Winner and Stephanie Madrigal ([www.socialthinking.com](http://www.socialthinking.com)) designed for children in third to fifth grade."
- "Social Thinking® concepts are introduced to early learners ages 4-7 through the Social Thinking curriculum, *We Thinkers!* Volumes 1 and 2, written by Ryan Hendrix, Kari Palmer, Nancy Tarshis, and Michelle Garcia Winner. ([www.socialthinking.com](http://www.socialthinking.com))"
- Michelle Garcia Winner (2000) created the ILAUGH Model of Social Thinking® to describe the synergy between Social Thinking and academics and explain the social concepts that are needed for children to process and excel at academic learning ([www.socialthinking.com](http://www.socialthinking.com)).
- "Thinking with your eyes, a concept that's part of the larger Social Thinking® Vocabulary created by Michelle Garcia Winner ([www.socialthinking.com](http://www.socialthinking.com)), helps children understand that we use our eyes and brain together to interpret and make sense of what we see before us."
- "Within our program we teach students about *Superflex*™, a Social Thinking® curriculum created by Stephanie Madrigal and Michelle Garcia Winner ([www.socialthinking.com](http://www.socialthinking.com)) that helps students...."

The complete attribution should be placed in the same paragraph where the *first reference* to Social Thinking or any materials included in the methodology are mentioned.

When reproducing any of our materials to augment a discussion of Social Thinking (for instance, part of a chapter in a book on social treatment options) and combining them into your own work product that will be viewed by others (e.g., it's used outside direct 1:1 instruction with your own students or clients) you must include a copyright line that attributes these materials to Michelle Garcia Winner (or Think Social Publishing), the source from which it is copied, and our website address.

For example, if a worksheet from the book *Thinking About YOU Thinking About ME* is being included in an introductory presentation, an appropriate copyright line would be:

Worksheet © Think Social Publishing, Inc. (2007). All Rights Reserved. Reprinted with permission. Excepted from *Thinking About YOU Thinking About ME*, 2<sup>nd</sup> Edition, by Michelle Garcia Winner. [www.socialthinking.com](http://www.socialthinking.com).

Under no circumstances should you remove the TSP copyright line from any of our materials so it appears or could be interpreted that you created the concepts and materials included on the worksheet/handout yourself.



Here's another example: you are writing a magazine article about social learning strategies, and you want to talk about Social Thinking among other treatment options. Attribution and citation is required *each time* you are referencing a new part of our methodology; it is not enough to include one blanket attribution somewhere at the beginning of the work and then 10 pages later you introduce some new elements that are part of Social Thinking. It should be clear in all places within the work which ideas, concepts, strategies are part of Social Thinking, which ideas belong to others, and which ideas or concepts are entirely your own. If it could be interpreted that an idea is your own (and it's not), then you're missing a citation.

This same type of attribution statement is needed if you are using or adapting materials found in other books we publish, such as the *We Thinkers!* series, *The Zones of Regulation*, *Movie Time Social Learning*, *I Get It!*, etc. Attribution should be made to the individual authors and trademarks included accordingly. Please see the book's publisher page for details on copyright. If you need written permission to use content found in books where the copyright of the title is held by others (even if we publish the book), please direct your inquiry to the copyright holder.

### **Adaptations & Derivative Products**

As more and more individuals are recognizing the value and benefits of using Social Thinking and our curriculum materials, we are learning about exciting new ideas and creative uses of our teachings. We encourage this type of professional exploration: to use the concepts, ideas, and lessons of Social Thinking as a foundation for developing your own individualized treatment and using that in direct instruction/direct therapy with your child, students, or clients.

Adaptations and derivative works you create can be freely used at your home, in your classroom or clinic 1:1 or in small groups associated with you/your school/your clinic without our written permission IF:

1. It's only used directly with your own students/clients/children
2. Your adaptation is provided at no charge
3. Proper attribution to the source is included (e.g., Michelle Garcia Winner and/or other authors) as creator of the original Social Thinking concepts and/or materials upon which your work is based (if you are sharing the materials with stakeholders in the child's life, such as home-to-teacher or teacher/therapist-to-home).

However, such adaptations or derivative works may NOT be circulated for free or a fee, or packaged into a new product and sold or distributed to the general public in any form, including but not limited to: at a workshop, in a book, game, app, toy, published educational curriculum, posted on a website, posted to YouTube, performed orally (e.g., an adapted reading of one of our Superflex comic books), posted to teacher-sharing sites, such as [teacherspayteachers.com](http://teacherspayteachers.com), etc. Even though you have modified TSP-owned work in your own way, and even if you intend to include proper attribution, the material upon which it is based still belongs to TSP. Modifying Social Thinking materials in this way constitutes creating a derivative work, and that right belongs solely to the copyright holder. Derivative works can only be created, distributed or sold to the general public by TSP unless you and TSP enter into a legally binding agreement which licenses you the right to create and distribute the derivative product. If that written license with us has not been obtained, you are infringing on the trademark and/or copyright and legal action may be taken against you.

*Do remember, however, that your revised, derived, or adapted application, even when created for direct use with your students or clients, cannot be called Social Thinking or the Social Thinking name used in any part of its name. If you have invented a very cool idea, do consider applying to present your work at our Global Annual Social Thinking Providers Conference held at the end of June near San Francisco, California. If you have a creative game or curriculum based on Social Thinking or any of its components, contact us. We might want to publish it!*

### **A Special Note about TeachersPayTeachers.com and copyright infringement**

Many teachers are enthusiastic about using our concepts, frameworks, Superflex characters, and other materials and creating their own offshoots of our materials to share with their students or clients. (“Offshoot” is a more user-friendly way of saying a “derivative work.”) We wholeheartedly encourage that – provided you keep such use between you and those with whom you work. We permit others to create such derivative works for direct 1:1 or small group use within their clinic or school, or with the individuals they serve, as described above. However, **you commit copyright infringement when you take what you’ve created and post it to the public on sites such as Teacherspayteachers.com.**

This applies to any work copyrighted by someone else, not just Social Thinking materials. For instance, let’s say you create a lesson that supplements *The Zones of Regulation* by Leah Kuypers, or you create a modified lesson or a set of worksheets that support using *The Incredible 5-Point Scale* by Kari Dunn Buron and Mitzi Curtis. Or you write a new short story about Social Thinking Vocabulary for your early learners and use the original four characters found in the books by Social Thinking. If you use these materials directly with your kids, you’re A-OK. Any use beyond your classroom or clinic: you’re probably committing copyright infringement. You simply can’t take the work of others, adapt it, and then circulate it to the public without prior written permission from the copyright holder. Even when you state you’re using the work of others in creating your materials; attribution is not enough. And, it doesn’t matter if you’re offering your work free or you’re charging a fee. It’s still all copyright infringement. The right to adapt and/or create derivative works is a right that belongs only to the copyright holder. Many educators mistakenly think “fair use” gives them this right to create their own work based on the work of others. It does – but only with your own students within the walls of your own classroom. Otherwise, it’s copyright infringement.

TpT is a website that encourages teachers to share their own creations with others, but does not proactively assess whether the people who share materials do so free of copyright violation. It saddens us to see the countless professionals who continue to post materials on TpT that are direct copyright infringements of our work. And even worse, in the majority of these cases, the teachers or professionals are NOT teaching Social Thinking or structuring their lessons or activities in the way the methodology was created to be taught. Every teacher who uses their handout or worksheet or lesson is now further teaching Social Thinking incorrectly.

So, be forewarned if you choose to post to TpT: we are taking a much more active role in notifying TpT that you are infringing on our trademarks or copyrights, and in the absence of appropriate action by TpT (removing your content), pursuing legal action against you. We regret being forced into the role of policing whether professionals using our work are respecting the rights we hold, or are teaching our materials correctly. It takes significant staff time and effort each week to do this – time that could be spent creating new materials on Social Thinking for you and our community. However, in the interest of protecting the integrity of the work we’ve spent decades creating, we will not let

these infringements continue or go unchecked. If you currently post materials to TpT on Social Thinking, on any of the frameworks contained in our methodology, on Superflex, We Thinkers! (or Volume 1 that was previously called The Incredible Flexible You), or The Zones of Regulation, please remove them.



We hope these guidelines help you in understanding how to use the Social Thinking name and our materials as you share our concepts with a broader audience. Thank you for your thoughtful efforts in seeking to do both – we appreciate it.

Also, we encourage you to freely share our website address with parents, other educators, counselors, and clinicians. They will find a wealth of information, free articles, access to our regular newsletter and blogs, and more. [www.socialthinking.com](http://www.socialthinking.com).

For any questions and more information about permitted versus non-permitted uses, please contact us at [info@socialthinking.com](mailto:info@socialthinking.com). We're happy to further explain the often-confusing realm of trademarks, copyrights, and protected content and materials.

Best regards,  
Michelle Garcia Winner and the Social Thinking team



## Dos and Don'ts of Using the Social Thinking® Name and Social Thinking Materials

(Updated April 2016)

Thank you for being part of an expanding community of individuals who recognize the value of Social Thinking in helping individuals of all ages become better social thinkers. We're thrilled you are participating with us to learn more about Social Thinking through reading our books, attending our conferences, or taking part in our professional clinical training programs.

Through all of these information-sharing avenues we present you with curriculum, lessons, strategies, techniques, stories and materials that make up the Social Thinking methodology. These items are protected property of ours. While we hope you will take what you learn and use it to help individuals everywhere, we want you to use our materials in a manner that respects our rights.

To help you do that, we are providing you with two documents: the list of key "Dos and Don'ts" that follows for your quick reference and a separate, more comprehensive document, "A How-To Guide for Using the Social Thinking Name and Our Materials." *It is important that you read both*, as the Trademark and Attribution document expands upon the Dos and Don'ts listed below and is much more detailed in permitted/non-permitted uses.

We're more than willing to answer any questions you may have about using or referring to Social Thinking and the concepts that are the basis of this framework. When in doubt, please contact us at [info@socialthinking.com](mailto:info@socialthinking.com)

Thanks so much,  
The Social Thinking Team

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**DO** apply the information, concepts, and strategies from our products and materials as you work 1:1 or in small treatment group interactions with students or clients. We want you to use the knowledge you gain to help your students/clients become stronger social thinkers. The operative phrase to keep in mind on this point: *"working directly with your students or clients."*

**DO** use the teaching materials found in a Social Thinking book (e.g., worksheets/thinksheets, activity sheets, materials on the CD, etc.) directly with a student, or in a small group, to meet *your* students' or clients' individual needs. If you own a copy of one of our books, you are also permitted to copy and share relevant teaching materials with direct stakeholders in your child or student's life. If you're an educator or clinician, that might mean it's OK to share an activity sheet or a thinksheet with the child's parents or another service provider who works 1:1 with the student. If you're a parent, you

can share similar materials with your child's teacher or therapist. Each worksheet/thinksheet/activity sheet must contain the appropriate Social Thinking copyright line (generally found at the bottom of the sheet). This exception does **not** apply to materials other than worksheets: for instance, entire curriculum lessons, sections from a book, the entire book, etc. (See related Don'ts section for restrictions on doing this.)

**DO** modify, adapt, or change our materials as needed so you can more effectively teach *on an individual level with your own students or clients*. Every student has different needs, and Social Thinking is not a “one size fits all” teaching framework. It’s meant to be flexible!

**DO** tell people you are teaching Social Thinking concepts and/or curriculum when you are. This helps us “spread the word” about the Social Thinking framework. When doing this, please give proper attribution to Michelle (and other authors as appropriate) as originator of Social Thinking or the materials you are discussing, and include the Social Thinking website when you mention our concepts and materials. (The conditions under which you can do this are outlined in the sister document mentioned above.) This includes attribution on your website, in print or online advertisements for your work, your clinic or professional services, in your lessons, your programs, etc. If you are going to say you use Social Thinking materials in your practice, proper attribution is a must!

**DO** refer people to our website, [www.socialthinking.com](http://www.socialthinking.com) for more information, free articles, to find conference schedules, or to sign up for our free newsletter.

**DO** share articles, blogs, or other free downloads found on our website with others. You can do this via print copies or via email, provided you are sharing the document for free. In all cases, please keep the article/blog/download as is (changes or adaptations need permission from us beforehand) and include attribution to the author, the TSP copyright line, and our website URL where you found the materials, [www.socialthinking.com](http://www.socialthinking.com).

**DO** feel free to copy and use front cover images of any books on Social Thinking we publish when talking about that specific book or referring to it in an article, a blog, on your website, etc. Simply find the product page on our website, click to enlarge the image, right-click and “save as” to place a copy into your document or web page.

**DO** contact us at [info@socialthinking.com](mailto:info@socialthinking.com) if you’d like to use our materials in a manner not specifically discussed here or in the sister document and you are not sure whether your use is permitted or prevented by our copyrights or trademarks.

**DO** use the appropriate trademark symbols on Social Thinking® and also on Superflex™. (Read more about using these symbols in the sister document.)

**DO** recognize the difference between “Social Thinking”—the trademark we own and the name of our entire teaching methodology—and “social thinking” which refers to thinking that is social in nature. Because we own the trademark to the term, consider using another term when you’re talking about our social natures in general: social learning, social cognition, social smarts, social intelligence are some alternatives.

**DO** feel free to use our name “Social Thinking” in *describing* what you teach, and/or to describe the type of program or treatment you offer. But *do not* name your school, business, group, agency or nonprofit, or any individual service or program you offer with Social Thinking in the title. The five conditions under which you can use the Social Thinking name as part of your program description are outlined in the sister document mentioned above. If you plan to use our name, these five conditions *must* be met in their entirety!

**DO** share what you’ve learned with others! You are permitted to share information and limited handouts/worksheets/thinksheets that support Social Thinking to give a *free, short* introductory in-service presentation in your community or at your school (within a 25 miles radius), provided complete and proper attribution is included within the presentation and in the written materials shared with attendees. This is a limited-use permission and comes with restrictions. (Please see the sister document for a more expansive discussion about speaking on Social Thinking; please read carefully!)

**DO** let others know about our Social Thinking Training and Speakers Collaborative if something more than a short introduction is needed and always refer people to the Collaborative when targeted training on Social Thinking and/or a longer presentation is desired. The Collaborative is a consortium of highly trained professionals hand-picked and mentored on an on-going basis by Michelle Garcia Winner and Pamela Crooke. These individuals can provide presentations or workshops to your group or school on a variety of different Social Thinking topics. Learn more at [www.socialthinking.com](http://www.socialthinking.com) under the Conferences tab.

**DO** apply to present at our Global Annual Social Thinking Providers Conference to share your innovations and/or unique ways of using Social Thinking with others. Held every June, this event is a showcase for some of the more interesting and effective ways professionals in our community are using Social Thinking with their students and clients.

If you are a parent or caregiver, **DO** ask a therapist/treatment provider questions about the Social Thinking programs they advertise. Try to gauge their familiarity with and expertise in teaching Social Thinking. To help in doing this, we’ve written an entire article with a list of questions parents can ask. The article, titled “[Parents: Is Your Treatment Team Teaching Social Thinking Well? Questions to Ask Professionals in Private Practice](#)”, is available at the Social Thinking website, [www.socialthinking.com](http://www.socialthinking.com). Find it in the Articles section of the site.



**DON’T** copy (xerox, scan, or otherwise replicate) in whole or in part, any materials provided at our events, or found in our books and products, and share these materials with others on a free or fee-paid basis (except as permitted in the DO section and/or in the sister document.) This includes text, worksheets/thinksheets, lessons, materials found on the CDs/USBs that come with some of our books, character images (such as Superflex, Unthinkables, or Thinkables), graphics/tables/charts, etc.

**DON’T** copy and/or post any of our materials (e.g., text, images or materials from our books and products) on a school intranet or shared network/shared drive, on any company intranet, or on the Internet. Even if you own a book, and even if you’re in a teaching environment, such action violates our copyrights and/or trademark rights and will render you liable for legal action based on copyright

infringement. Contact us if you are a school and would like to purchase multiple licenses for our materials.

***DON'T*** create your own materials based on any part of Social Thinking and post them to teacherspayteachers.com. That is copyright infringement. There are NO exceptions.

***DON'T***, under any circumstances, translate into other languages, or convert through any means, an entire Social Thinking book or conference handout, or any major portion of it (including lessons, worksheets/thinksheets, character images, strategies, etc.), into digital or audio format and share it with others through any means. This is a direct copyright/trademark infringement. (Limited exceptions exist to share materials with your student's parents or service providers. Read more in the expanded document.)

***DON'T*** include "Social Thinking", "Think Social", "Superflex", "The Incredible Flexible You", "We Thinkers!", "We Thinkers! GPS" or any other name that's part of our methodology in a website domain name (URL) you create or use these terms in the name of a company, organization, a program or service you offer, a book or other product you create. Those terms belong *exclusively* to us.

***DON'T*** use the Social Thinking logo. Such use requires a contractual agreement with us to provide services under our direction. No other exceptions are permitted.

***DON'T*** use our company name, the terms "Social Thinking" or "Think Social", "We Thinkers!", "The Incredible Flexible You" or "Superflex" or Michelle Garcia Winner's name in the title of your own speaking engagements or in naming or advertising a workshop or conference you organize, host, or present via your company, unless you have a contractual agreement with TSP to offer the presentation. "Social Thinking® Comes to Georgia", "Social Thinking® for School Educators", "Exploring The Superflex Curriculum" would only be permitted if you or your group had entered into a contract with us, and Michelle or a member of our Training and Speakers Collaborative was speaking at the event.

***DON'T*** use "Social Thinking" in describing a professional credential, certification, or specialization you hold as a professional. For instance, "Social Thinking trained", "Social Thinking certified", or being a "Social Thinking therapist" or a "Social Thinking expert" are all prohibited.

***DON'T*** promote yourself as being available to present, provide trainings, or provide workshops on Social Thinking unless you are a member of our Social Thinking Training and Speakers' Collaborative. We do encourage you to talk about Social Thinking as one part of a larger presentation on social learning, social skills, and other related social/language/communication topics, with proper attribution (see Trademark & Attribution document). However, in instances where Social Thinking content comprises twenty percent (20%) or more of your presentation or where you are teaching/training about Social Thinking frameworks or any portion of our larger methodology (or the general public perception may be that you are doing so), without this contractual agreement such presentations to others is a violation of our trademark and will render you liable for legal action. (A few exceptions exist; see the larger section on speaking in the sister document.)

***DON'T*** use Social Thinking Vocabulary, characters, strategies, storylines, etc. from our curriculum materials or publications in your own written work (other than in 1:1 instruction with a student or

client), in treatment program advertisements, in in-service presentations you provide, or in other written or oral ways without full and proper attribution to us/the authors, and in some cases, prior written permission. (See Trademark & Attribution document for more information on this usage.)

***DON'T*** adapt, modify, excerpt out of context or otherwise change Social Thinking Vocabulary, characters, storylines, worksheets/thinksheets, or curriculum lessons in our products or publications, and present these materials as your own creation, in any manner. (See related DO section for the exception when working 1:1 with your students or clients.) Even if you include attribution and cite that it's an adaptation of our character or story, you are still infringing our copyright by distributing your version of it, even if this distribution is free to others. What you are doing is creating a derivative product, and that right belongs solely to the copyright holder. "Fair use" by others does not sidestep this right of ours. Only we can create derivatives based on the Social Thinking materials we've created and distribute them to the public. You require a written license from us to create a derivative product (and a lesson or activity sheet is a derivative product) and circulate it outside your classroom or clinic or group.

***DON'T*** create your own materials based on our Social Thinking Vocabulary, characters, storylines, worksheets/thinksheets, curriculum lessons, etc., and distribute them, either free or for a fee, via the Internet, or post them to teacher-to-teacher or other shared materials websites, such as teacherspayteachers.com. For instance, creating a new lesson based on Superflex or one of the Unthinkables or Thinkable characters is OK when working 1:1 with a student or directly with your class or clinic group. It is not permitted to distribute this lesson outside your classroom to the general public. Doing so is copyright infringement. (See a special note about teacherspayteachers.com in our main document.)