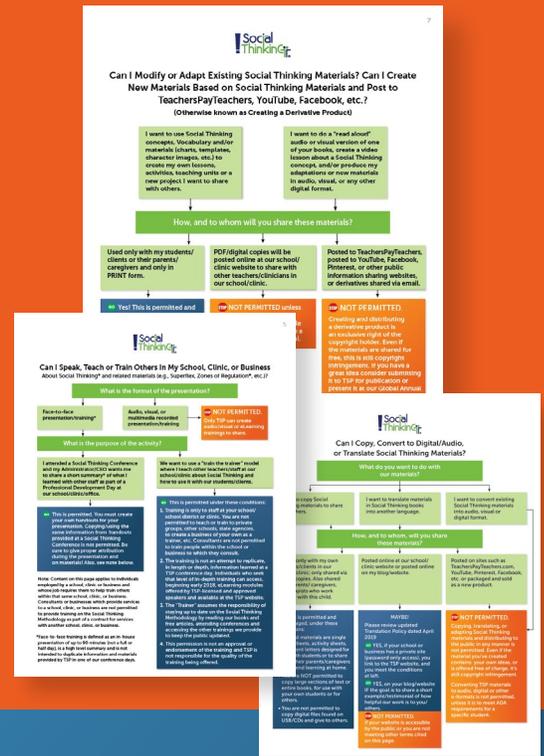


# Social Thinking's Intellectual Property Handy Decision-Tree Guidelines

Please use these Decision Trees in conjunction with information in our Terms of Use document, also posted on [www.socialthinking.com](http://www.socialthinking.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.

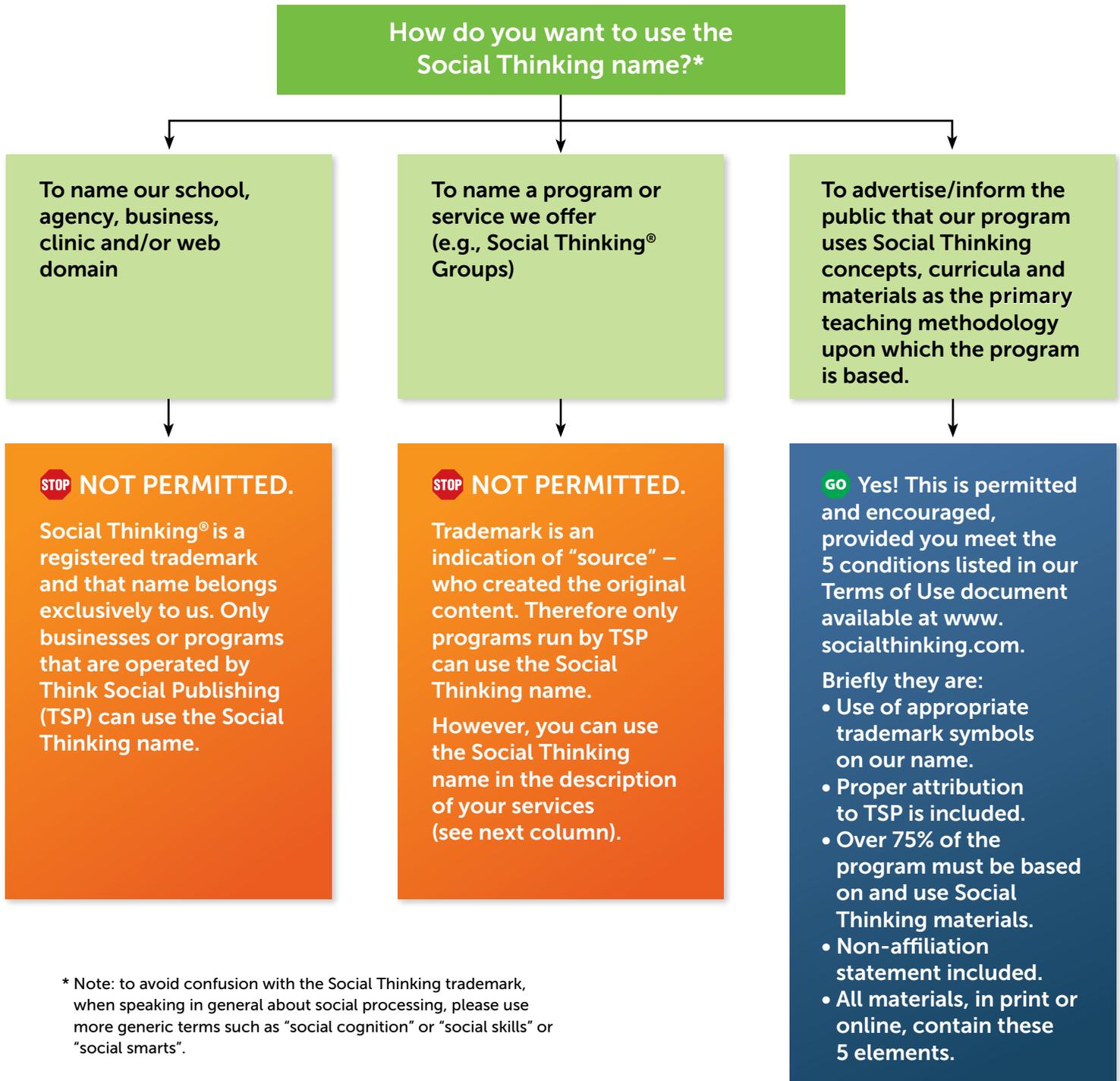
When you see a program/service, product, strategy, or lesson created by Social Thinking we want it to mean something. We want it to reflect the immeasurable amounts of energy, thought, and consideration that went into it. So, alongside us encouraging the creative minds of people in the Social Thinking 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](http://www.socialthinking.com/IP)**





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

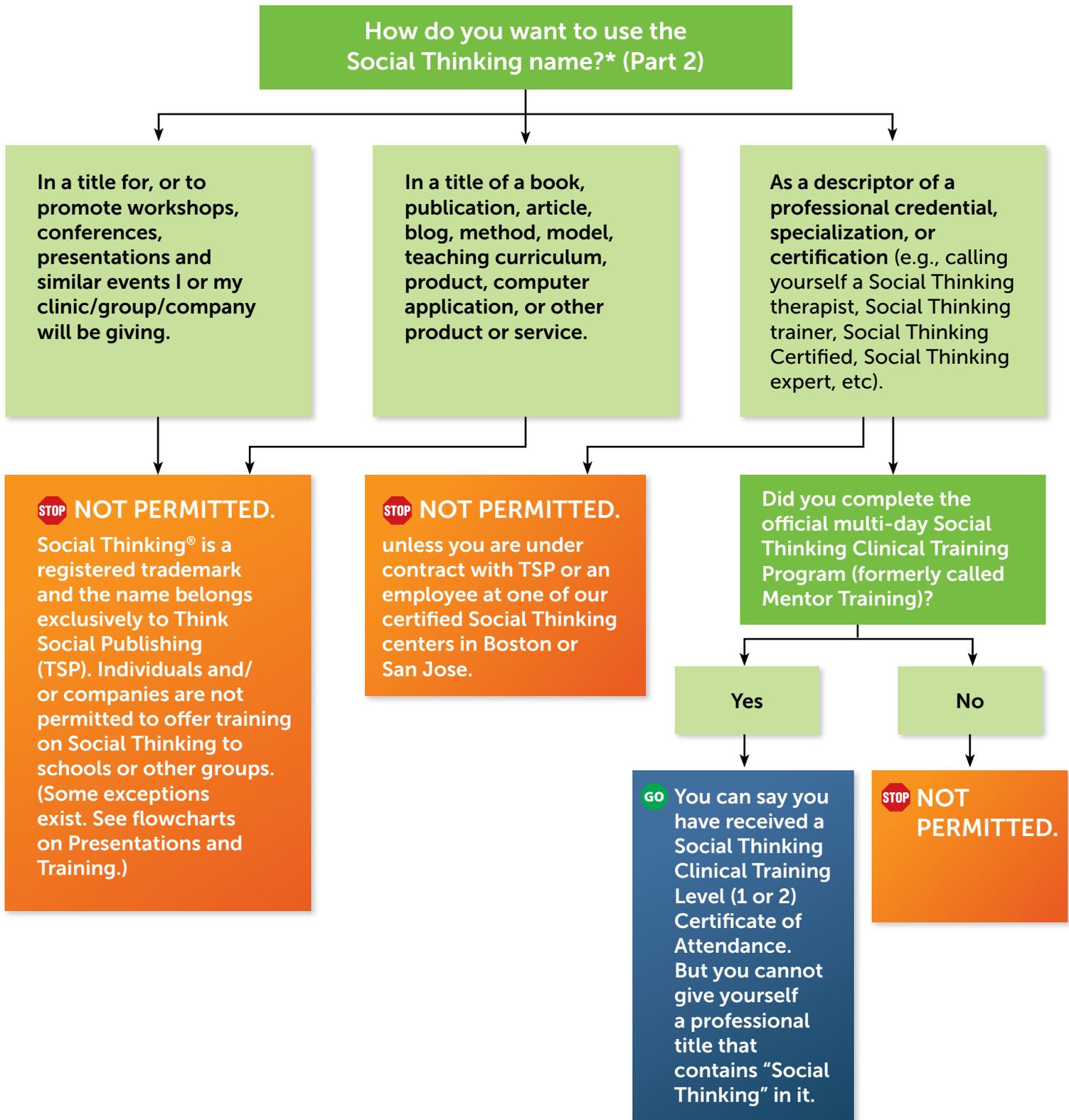


\* Note: to avoid confusion with the Social Thinking trademark, when speaking in general about social processing, please use more generic terms such as "social cognition" or "social skills" or "social smarts".

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.



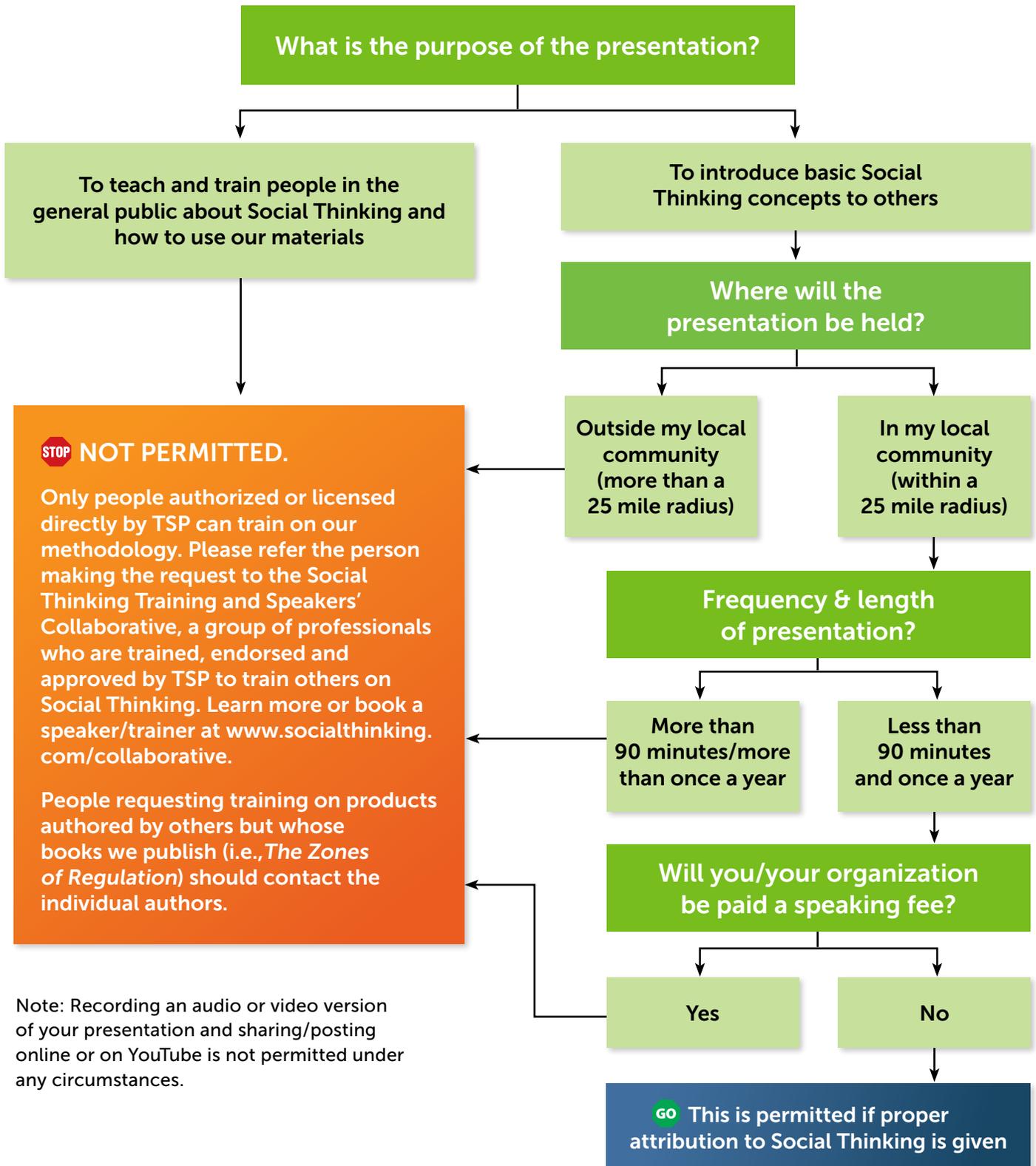
## Can I Use the Social Thinking® Trademark/Name? (Part 2)





## 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.

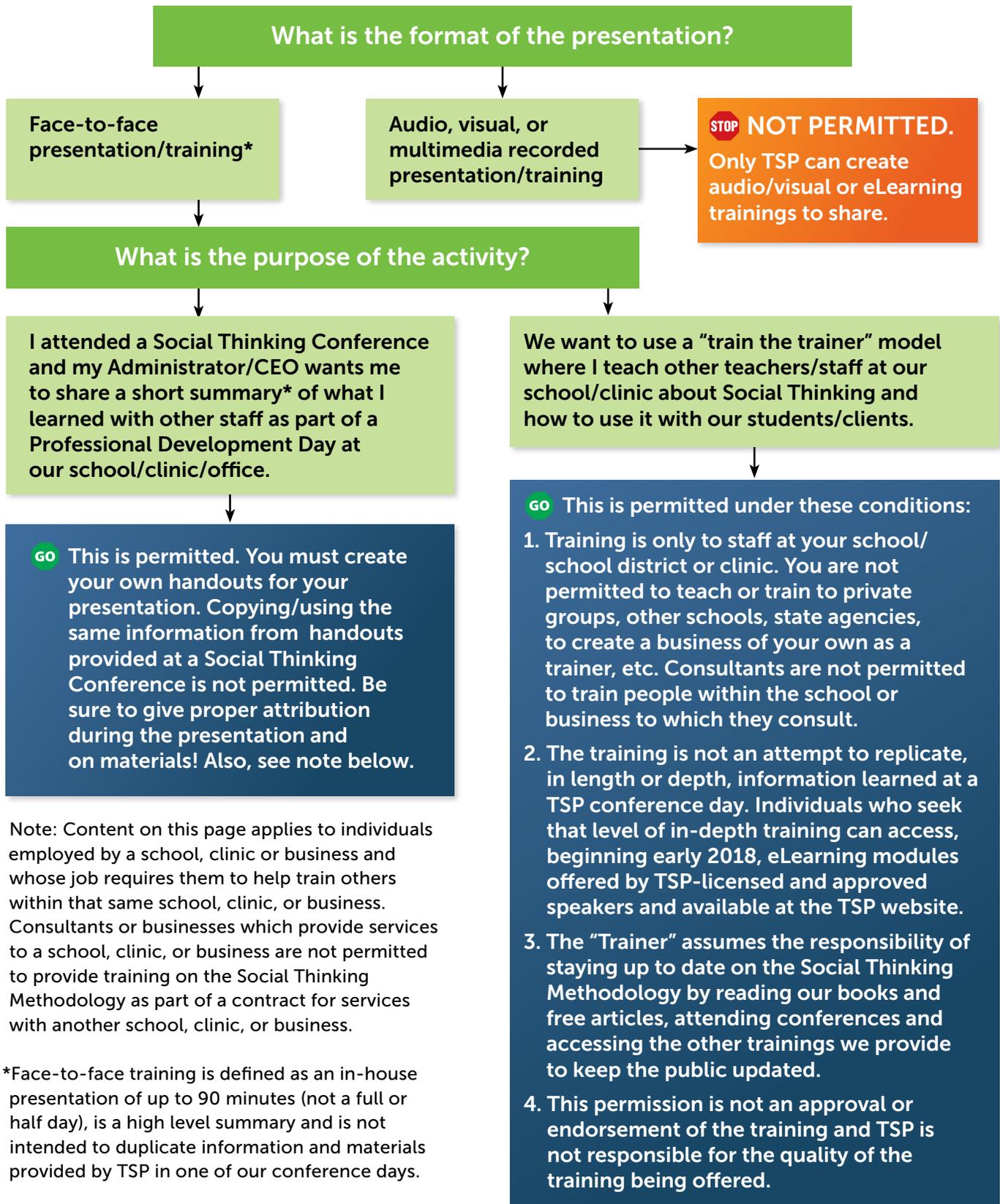


Note: Recording an audio or video version of your presentation and sharing/posting online or on YouTube is not permitted under any circumstances.



## 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.)?

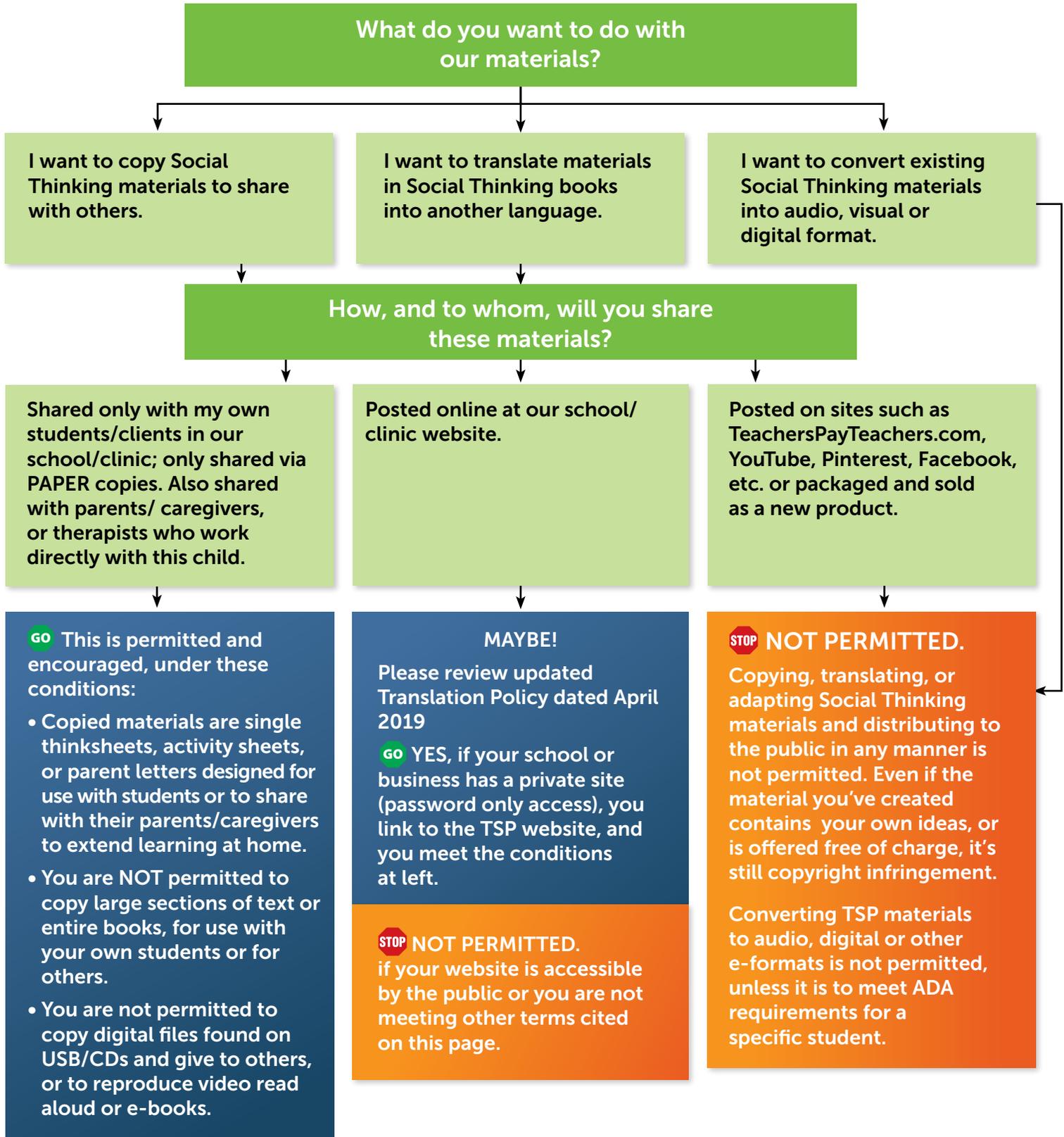


Note: Content on this page applies to individuals employed by a school, clinic or business and whose job requires them to help train others within that same school, clinic, or business. Consultants or businesses which provide services to a school, clinic, or business are not permitted to provide training 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.



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





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

What do you want to do with our materials?

I want to copy Social Thinking materials to share with others.

How, and to whom, will you share these materials?

Posted online on my blog/website.

**GO** Do feel free to use front cover images of our books or products easily downloaded from our website.

**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. (3 concepts or less)

**GO** Copyright Line proper attribution must be provided to the author and title of the work from which the material was copied.

**STOP** Longer lessons or entire chapters cannot be posted as part of a blog.

**STOP** Social Thinking cannot be part of the title.

### *Samples of Copyright Line*

Name of product and author, Date, ©, Think Social Publishing, Inc. All rights reserved. Image & materials not for public distribution.

Thinking About YOU Thinking About Me, 2nd Edition by Michelle Garcia Winner (2007), ©Think Social Publishing, Inc. All Rights Reserved. [www.socialthinking.com](http://www.socialthinking.com). Materials and images are not for public distribution.

You are a Social Detective by Michelle Garcia Winner and Pamela Crooke (2010), ©Think Social Publishing, Inc. All Rights Reserved. [www.socialthinking.com](http://www.socialthinking.com). Materials and images are not for public distribution.

The Zones of Regulation Curriculum ® by Leah Kuypers 2011, © Think Social Publishing, Inc. All Rights Reserved. [www.socialthinking.com](http://www.socialthinking.com). Materials and images are not for public distribution.

### *More Samples of Attribution*

See pages 20-22 in our Terms of Use document found here: [socialthinking.com/intellectual-property](http://socialthinking.com/intellectual-property)



## 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)



**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](mailto:info@socialthinking.com).

Learn more and download materials about using our name, trademarks, and materials:  
**[www.socialthinking.com/IP](http://www.socialthinking.com/IP)**

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

Think Social Publishing, Inc./Social Thinking  
404 Saratoga Avenue, Suite 200 • Santa Clara, CA 95050

