



# Terms of Use

## Using Social Thinking's Trademarks, Copyrighted Teaching Materials, and Other Intellectual Property



Social Thinking® is a flexible-systems, broad-based methodology created to help individuals with social emotional learning challenges become better social observers and social problem solvers. Over the years it has been exciting to watch the response of our community to the frameworks, concepts, strategies, and curricula created by Social Thinking's founder, Michelle Garcia Winner, and the Social Thinking team. We always have, and continue to, encourage parents and professionals ("interventionists") to read our core materials, use the teaching tools we offer, and as is relevant, adapt or modify our materials to teach the concepts in a way that meets the needs of the students or clients with whom they work – PROVIDED their adaptation or the new materials created are being used **only with their own students/clients AND in their own school/school district/clinic**. Many well-intentioned individuals don't realize that when our materials – or their adaptations of our materials – are circulated to the public (even for free) copyright and trademark issues come into play.

We think it's wonderful so many more people are using Social Thinking materials and doing so with so much creativity, but we are equally concerned about so many individuals now doing things they shouldn't, which include:

1. *Teaching our methodology incorrectly.* Teaching fidelity is extremely important to us and we want to make sure individuals/students/clients are getting the best possible instruction available!
2. *Creating derivative materials* based on Social Thinking and circulating them to the public – even for free. This is a direct copyright violation.
3. *Offering programs and services built on Social Thinking via a business they've established* (e.g., a profit or nonprofit company, a consulting business, etc.) and making it appear on their website and/or in the materials they circulate that they are somehow approved, endorsed, or sponsored by Social Thinking (when they aren't).
4. *Training schools/groups/organizations* on implementing Social Thinking, Superflex, We Thinkers or any part/whole of our methodology without a license from us to do so.
5. *Using the Social Thinking name and/or our trademarks without permission.*

We want to continue to be recognized as the creators and source of all our works as we expand and evolve the methodology. When you see a program or product created by Social Thinking or that is about the Social Thinking Methodology we want it to mean something: quality materials you can rely on to help you talk about and teach Social Thinking. It's also important to us that when you see "Social Thinking" or "Superflex" or "We Thinkers!" or any other name associated with the materials we've developed being used by others, you know they are representing our work in the manner in which it was designed to be taught.

As a result, we created these guidelines to help you understand some of the core dos and don'ts of using our intellectual property. Similar information, updated on a regular basis, can be accessed through the home page of our website: [www.socialthinking.com](http://www.socialthinking.com). Look for "Intellectual Property" to connect to our IP Page. There you'll find our downloadable IP documents and an extensive FAQ section that answers most of the repeated questions we get from our community. In all likelihood, you'll find an answer to your question(s) there.

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 how you can/can't use our work. We'd also like to give a special shout-out to the many people who contact us about others who are not using our materials correctly or are using our name/trademarks without permission. Thank you! It's good to know we have such a loyal and caring community.


Our sincerest thanks,  
The Social Thinking Team

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## Terminology

**"TSP"** refers to Think Social Publishing, Inc., the company which most people recognize as "Social Thinking". We also do business as Social Thinking and also as Social Thinking Publishing. All refer to the same entity and trademark/copyright terms in this document apply when either name is referenced.

**"Intellectual Property"** (IP) means patents, copyrights, trademarks, moral rights and other similar materials. It includes everything we own under trademark and copyright law, all the materials we offer in print, orally at our conferences, posted to our website, on social media, etc.

 **"Trademark"** means a legally registered mark—typically a word, a name or maybe a short phrase— used to denote a company's commercial dealings by identifying the company as **owners and source** of the mark. Trademark = source and trademarks are exclusive to the trademark holder. Trademarks help link the general public from the mark to the company – sort of like branding does for a company. Think of trademarks as words/phrases/names that represent something. For instance, the Social Thinking trademark is the source reference for all the Social Thinking books, materials, games, posters, conferences, etc. we offer. The Unthinkables trademark is the source reference for all the characters we've created and own. Trademarks are

secured through the US Patent and Trademark Office (USPTO), and there is a substantial fee for obtaining a registered trademark.

TSP's registered trademarks include: Social Thinking, Superflex, The Unthinkables, and The Thinkables. Leah Kuypers, author of *The Zones of Regulation*, owns a registered trademark on that name, so it too is protected. Registered trademarks are identified by the little "r" in a circle:


Social Thinking®

The Unthinkables®

Superflex®

The Thinkables®

The Zones of Regulation®

 **"Copyright"** is completely different than trademark; the two mean totally different things and act in totally different ways. For instance, adding a copyright symbol to a name or phrase does not mean it is trademarked. Copyright refers to "works" rather than names or phrases – bodies of work that are created. All of the materials we publish, post online at our website, or share orally at our conferences are protected by copyright.

Copyright protects the work itself and is established as soon as an individual **puts ideas into some tangible, fixed form** (e.g., words on paper, paint onto a canvas, an idea into a play or a movie or an app, etc.). Copyright gives the copyright holder **five exclusive rights** to everything s/he created:

1. The exclusive right to reproduce the work (make copies, print copies, etc.)
2. The exclusive right to distribute the work (give it away, sell it, etc.)
3. The exclusive right to display the work
4. The exclusive right to perform the work
5. The exclusive right to create derivative works

A copyright holder can also license these rights to others, via a written agreement. As an added level of protection, a person can register his/her copyright with the US Copyright Office (for a fee). This formally establishes a documented paper trail of ownership.

**"Derivative work"** means any item (oral, written, audio/video, digital/electronic, etc.) that is built upon, is an adaptation of, stems from/grows out of, or results from something we've created that is part of the Social Thinking Methodology, which includes its concepts, Vocabulary, characters, storylines, storybooks, graphics/illustrations, thinksheets/worksheets, teaching frameworks, strategies, and/or other materials. Even if you put your own spin on Michelle's work and create a new product with your own ideas, characters, or materials added, if your work springs from, or incorporates any part of Social Thinking, if it uses a character or framework of ours, it's a derivative work.

A **"logo"** is a graphic representation or symbol that helps identify a company or entity. That's it. Having a logo does not mean the company owns a trademark (although a logo can be registered as a trademark in some cases, again by filing with the USPTO) and a logo does not bring copyright to things the company produces (although the owner of the logo holds copyright on the design). Logos are exclusive though – they belong to the company!



For instance, Nike has a logo, the "swoosh" mark. When Nike created the logo, it was protected by copyright automatically. Nike also trademarked that image (an extra step Nike had to take; the logo itself when created wasn't trademarked. It was just a graphic image.).

When that mark is on a sneaker or a shirt or a hat, the public knows it's a product created by Nike. Trademark = source.



Social Thinking has a company logo. Our logo (the graphic image) was protected by copyright from the first moment it was created. The logo represents our company in graphic form. Our logo happens to incorporate our name, Social Thinking, which is also a trademark we own. That's why you'll notice that little "r" trademark symbol at the end of the word "Thinking" in our logo.

## More about Copyright, Copyright Infringement, and Fair Use

Copyright covers EVERYTHING in our books, products and other materials we publish. It protects our product titles, the content in the products, illustrations/drawings/images, teaching strategies, frameworks, charts, lessons, tables, etc. Copyright also protects all the good information you hear at our conference events, read in our conference handouts, see in our newsletters, or learn via a webinar or eLearning video offering of ours. That's why videotaping our conferences or segments of the courses and posting them on YouTube or on the Internet is a copyright infringement unless you have written permission from us to do this! It's also copyright infringement to translate our materials into other languages, create read-aloud audio versions of any of our materials to post/share with others (including on YouTube), turn our content or stories into a song, or copy and share files from a USB/CD in one of our books with someone else (other than as permitted on the copyright page of our books).

Teachers working in an educational setting are often confused about the "Fair Use" exemption for using the works of others. Fair Use in general is the right to use *short* portions of the copyrighted materials of others without their permission. It only applies to using materials for the purposes of education, commentary, or parody in a **noncommercial** manner. Special fair use rules exist for materials used for educational purposes. The rules are very specific and detail how much material can be copied (typically only a few pages), how often, in what settings, for whom, etc. These guidelines can be found in Circular 21, provided by the U.S. Copyright Office. Please note that fair use is NOT copying works in an effort to provide additional copies, replacements or substitutes for purchasing books, reprints, workbooks, tests, etc. It also does not apply to creating derivative works and sharing or selling them to others, even to other teachers.

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## Section 1. Trademark: Using Any of Our Trademarks and Especially Social Thinking®

The Social Thinking trademark – and all of our trademarks - give us **exclusive** ownership of these names, which includes us using a trademarked name in any other font/size/color, etc. as "social thinking" or "SOCIAL THINKING", etc. The same holds true to other trademarks we own: Superflex, The Unthinkables, The Thinkables. Leah Kuypers, author of *The Zones of Regulation* has a trademark on that name. Trademark is an indication of source and when people see "Social Thinking" or "Superflex", etc., the idea is that they automatically associate the trademark with TSP and therefore associate the work the trademark is being used with (the poster, the book, the conference presentation, etc.) with TSP. The trademark is indicated by use of the registered trademark symbol after the term, e.g., Social Thinking® or The Unthinkables®. (Please note this is not the "TM" symbol.)

Owning these trademarks means there are restrictions in how others may use them.

- In *all situations* where you are referring to, talking about, or referencing “Social Thinking” or the Social Thinking Methodology (or Superflex, etc.) in print and electronic documents and on web pages, you must include the registered trademark symbol on your **first** reference of the mark AND attribute that trademark to Michelle Garcia Winner in some **obvious** way (see more information on attribution later in this document).
- If your computer cannot generate the precise symbol, using (R) will suffice.
- Subsequent use of the trademark in the same document does not require use of the registered trademark symbol (although you can do so if you choose).
- Since web pages can be accessed independently of each other, the trademark symbol and attribution must be used on the first instance you mention the trademark/name on *each* web page.
- Please note that when referring to the Social Thinking 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, please use an alternative term other than Social Thinking, such as “social cognition”, “social learning”, “social brain processing”, “social smarts”, etc. , because the term “Social Thinking” is trademarked (so it also covers “social thinking”) and belongs exclusively to TSP.

## **DOs in using our trademarks, logo, or the Social Thinking name**

### **When a direct contract/license exists**

Groups, organizations, or individuals who legally operate under contract with TSP are permitted to use our trademark(s) as part of a mutual agreement between us. For instance, our sister clinic in Boston is called Social Thinking® Boston. They can offer “Social Thinking Groups” or “Social Thinking for Tweens” programs, or run a “Superflex Summer Program”, or offer a “We Thinkers Early Learners Program”, etc. They can name their programs this way because they are licensed by us to do so. Or let’s say we enter into a publication contract with an author to produce a new book; that author is permitted to use our trademarks in creating the agreed upon work. If no contract/license/agreement exists, you can’t use these names.

### **When talking/writing in general about the Social Thinking Methodology or citing a specific portion of the Methodology** (for instance, in an article, a blog, a website referral listing, a treatment summary, a general presentation to parents, etc.)

In academic and professional work individuals are often citing the works of others, quoting published authors, comparing/contrasting treatment approaches, etc. In situations like this, our trademarks can be used for in-line citations and bibliography references, provided the trademark symbol is used and proper attribution is given to Michelle and other authors on the work (if applicable). (See the Chicago Manual of Style for how to properly cite and reference the work of others or Goggle the topic “citation and attribution” for other how-to sources.) Do note, however, that our trademarks cannot make their way into the title of your article or blog or parent presentation because that implies affiliation or endorsement. (See associated “DON’TS” points below.)

### **In the *description* (but not the title/name) of a program or service you offer\***

If you're using Social Thinking concepts, strategies, tools and materials as the *primary* teaching methodology upon which your program or service is based, you can use one or more of our trademarks **only in the program/service description** (but *not* in the name of the program/service; see restrictions below).

This is permitted – and encouraged – provided you meet ALL of the following five terms and conditions (in printed materials and/or online program descriptions):

1. *Use of the registered trademark symbol* on the term, either on all instances where our trademark is used, or at minimum, the first time.
2. *Attribution given to Michelle Garcia Winner* as creator of the Social Thinking Methodology and you include the name of the specific part of the methodology you are using, if applicable (e.g., Social Detective, Social Behavior Mapping, Spirals of Social Success and Failure, etc.).
3. *Social Thinking concepts, strategies, curricula, and/or vocabulary as developed by Michelle Garcia Winner make up at least 75% of the core content of the service or treatment program.* If you have made substantial adaptations of Social Thinking concepts or materials, combined it with other social strategies into a hybrid program/service of your own, or otherwise are using our materials not as originally developed, you are *not* permitted to tell the public that you are using or teaching “Social Thinking” (or Superflex, We Thinkers, etc.) You need to call it something else and not say it is part of Michelle’s Social Thinking Methodology. If you’re going to say your program is teaching Social Thinking it has to be Social Thinking as it was created by TSP to be taught, and you are teaching the material according to the fidelity guidelines we share.
4. *A statement of non-affiliation/non-endorsement* is included as part of the description, 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. *All printed materials and online descriptions* (including coursework, brochures, flyers, advertising messages, etc.) must contain these same elements. The five conditions must be met on printed materials and on *each webpage* where the program or service is described online.

**\* IMPORTANT NOTE:** The goal here is for the general public to **clearly** understand whether or not your business, clinic, program or service is affiliated with TSP, licensed by TSP, or endorsed/approved/reviewed by TSP. *Since most are not*, please review your program titles and program descriptions carefully, and think about how the public will interpret your website and/or marketing materials as a whole as they are related to Social Thinking. Does it sound like you’re “representing” TSP? Is the Social Thinking name used all over the website, on most pages that talk about your programs or services? It’s great to emphasize that your programs incorporate Michelle’s Social Thinking Vocabulary, teaching frameworks, etc. However, if your message sounds like your business or clinic is “all about Social Thinking”, is replicating what TSP does in our licensed clinics and/or programs, or it sounds like your program and/or your staff are directly trained by or connected to TSP in some way, please adjust your language to remove that implication. The easiest way to do this is to describe what you do in terms of “social emotional learning” or “social skills” or “social development” rather than “Social Thinking.”



**Example 1:** An SLP loves Social Thinking and starts her own clinic and creates three programs that largely teach/use Social Thinking concepts and materials. That’s great! She calls them “Social Thinking® Weekly Sessions for Teens”, “Superflex® Summer Camp”, and “Conquering Your Unthinkables®.”

Oops, that’s not great! Using our trademarks in the naming of her programs and services is not permitted (that immediately sends a message of affiliation with TSP) – even though she used the registered trademark symbols. She can talk about Social Thinking and the materials she uses in the **description** of her programs (with attribution!), but all three programs need to be renamed. She could rename them to anything that doesn’t include our trademarks. For instance: “Social Learning Weekly Sessions for Teens” or “Be a Thinker! Summer Camp.” Remember: trademark = source. It should always connect to the original company/person who created the program/idea/method, etc., not represent the work being done by other groups/businesses, programs, etc.

**Example 2:** A special educator and two parents start a nonprofit company to offer pull-out and after school programs built on TSP’s Superflex Curriculum. They offer the programs on a fee-paid basis to local schools and market the programs and individual counseling services in a way that suggests a direct link exists with TSP. For instance, they say “All our staff are directly trained by Michelle Garcia Winner...” or “Our staff have attended the Social Thinking Clinical Training Program and were directly mentored by Michelle Garcia Winner and Pamela Crooke.” In describing what they do they make statements such as “We provide cutting edge Social Thinking® and Superflex® programs to parents and schools throughout our state and can work with you to implement these frameworks in one classroom or your entire school.” People in their area are calling them “the Superflex experts” and now they have been approached by their state education agency to talk about a state-wide program implementation of Superflex.

Their overall message is suggesting a certain level of expertise in teaching and training on Social Thinking and Superflex (expertise not obtained from TSP) and there is obvious public confusion about their affiliation with TSP in the work they do, and whether or not they “represent” Social Thinking in their state (they don’t) or can train at that level (they can’t). The group needs to tone down the implied affiliation with TSP, better understand what they can/can’t do on their own (without a license from TSP) and refer the state agency to TSP. Any proposed state-wide implementation of any part of the Social Thinking Methodology needs to be directly handled by TSP.

**Two more program description examples:** So how do you describe your program or service in a way that is aligned with our terms and conditions? Here are two examples that may further clarify things.

**Example 1:** XYZ Associates offers a variety of different services in their state to individuals with developmental disabilities ranging from ages 4 to adulthood. They decide to start a teen group where they will be mainly using/teaching Social Thinking concepts and materials. They understand they cannot use the Social Thinking logo, or the Social Thinking name trademark, as part of the program’s name. And they understand that they can’t say they are running a “Social Thinking Program” or “Social Thinking Group.” Let’s say they call the program “Socially Savvy Teens.”

An acceptable XYZ Associates’ program description might read something like the following. It satisfies all five of the conditions explained above:

***Join our new Social Group, SOCIALLY SAVVY TEENS, starting this Fall!***

XYZ Associates is excited to introduce a new social learning program for teens starting this fall. The 12-week program is based on Social Thinking®, a teaching methodology created by Michelle Garcia Winner ([www.socialthinking.com](http://www.socialthinking.com)). Social Thinking® turns intangible social concepts (like being part of a group, perspective taking, and making friends) into concrete ideas that make sense to our teens who find it difficult to understand social situations. Learn more at [www.XYZTeens.com](http://www.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.

Here's how an unacceptable example might have been written instead. We've highlighted the incorrect segments in yellow.

***Join our new Social Thinking Group, SOCIALLY SAVVY TEENS, starting this Fall!***

XYZ Associates is excited to introduce a new Social Thinking program for teens starting this fall. The 12-week program is based on Social Thinking®, a teaching methodology created by Michelle Garcia Winner. In our cutting edge Social Thinking® program we use the Social Thinking Vocabulary to turn intangible social concepts (like being part of a group, perspective taking, and making friends) into concrete ideas that make sense to our teens who find it difficult to understand social situations. Our staff are experts in Social Thinking and have been personally mentored by Michelle Garcia Winner at her center in Santa Clara, CA. Learn more about our Social Thinking program at [www.XYZTeens.com](http://www.XYZTeens.com).

This includes phrases and descriptions we often see, but that are not meeting our terms of use.

**Example 2:** Robin Brown is an SLP who has started her own consulting business, offering speech and communication services and programs to individual clients at her site and also to schools in her district. She decides to develop a new after-school program called "Superflex Yourself" which loosely incorporates some ideas, concepts, and character images from TSP's Superflex curriculum combined with some of her own ideas and those of other professionals in her field. She intends to offer the program at her work site and also at school locations who contract with her. Robin wants people to know she's incorporating TSP's Superflex Curriculum into her program because several schools use the curriculum and many parents in the area have heard good things about it. Robin creates the following program description:

**Superflex Yourself! 10 Week Program Starting Soon!**

Come find the fun in our brand-new program designed to help children ages 7-10 become social thinking superheroes and learn to self-regulate their behavior using a variety of different treatment approaches. During the program kids will build five-point behavior scales, will learn about their zones of regulation and their Superflex and Unthinkables, and more! Program is based on Superflex Curriculum. Sliding fee scale available; program held at my Castle Street location (Mon & Wed) and as an after-school program at Jefferson Elementary (Tues & Thurs). For details visit [www.superflexyourself.com](http://www.superflexyourself.com).

Can you spot the trademark/copyright violations here?



1. Program title is using our trademark; not permitted
2. Website URL is using our trademark; not permitted
3. Program description is missing trademark symbol on Superflex and Unthinkables; “social thinking” used incorrectly; “zones of regulation” is a trademark belonging to the author, Leah Kuypers, and is used incorrectly
4. No attribution given to authors Stephanie Madrigal and Michelle Garcia Winner as creators of the Superflex curriculum or to Leah Kuypers as creator of The Zones of Regulation; people could interpret these programs as her own creation
5. No link to TSP website
6. Non-affiliation statement is missing
7. Most important: the program isn’t “based” on Superflex (75% or more of the program uses the Superflex curriculum), but seems to combine several different approaches into one. That’s fine, but it means this SLP can’t represent to the public that her program is teaching Superflex or suggest that it teaches Social Thinking.

## **DON’TS in using our trademarks, logo, or the Social Thinking name**

### **In business dealings with others** (commercial and noncommercial)

TSP trademarks (Social Thinking, Superflex, Unthinkables, Thinkables) may not be used as all or part of a name of a:

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

### **For professional titles, designations, or certifications**

TSP trademarks may not be used by an individual in the context of purporting to have a specific certification, specialization or as the descriptor of a professional credential or level of expertise they’ve obtained. For example, these uses are **not** permitted:

- Social Thinking trained
- Social Thinking certified; therapist certified by Social Thinking
- Social Thinking therapist; Superflex therapist
- Social Thinking trainer; Superflex trainer; We Thinkers trainer (only permitted when the person has a direct-service employment or 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 “...received a Social Thinking® Clinical Training Level (1 or 2) Certificate of Attendance.” However, even they cannot call themselves “Social Thinking therapists” or purport any affiliation, endorsement, or suggest they are someone who is certified or their work is approved by TSP. They also are not permitted to suggest they have obtained a specialized manner of instruction by saying they have been “personally trained/mentored by Michelle

Garcia Winner” or any other member of the Social Thinking team or our trained Collaborative members. Clinical Training is an observation based program; individuals are not being trained in how to teach others to use Social Thinking, nor how to implement the Social Thinking Methodology within a classroom, clinic, school-wide or district-wide, etc.

### **When naming conferences, workshops, products, curricula, etc.**

TSP trademarks are not permitted to be used as part of the titles of works or programs without written authorization and/or a license or contract. This includes, but is not limited to:

- A conference you host (face to face or online)
- A presentation you give to others (face to face, webinar, e-learning, etc.)
- Title of a book, article, or publication
- Title of a method, model, teaching curriculum
- Title of a play, music production, song, gymnastics, sports, or exercise program
- Title of an app, computer program, digital offering

For instance, these titles are all trademark violations (even with the addition of the trademark symbol) if they are not hosted/organized/produced by TSP:

- Join the Social Thinking Orlando 2 Day Workshop
- Social Thinking Comes to Chicago (two-day conference)
- The Intersection of Social Thinking and Executive Functioning (webinar)
- Superflex Rocks! (music CD)
- Brain Eater is Eating My Brain! (song)
- Strategies to Defeat WasFunnyOnce (a lesson plan)
- The Social Thinkers’ Pathway to Social Skills Development (teaching model; trademark registration covers anything that is “confusingly similar” to the registered trademark, which in this case applies to “Social Thinkers”)
- We are We Thinkers! Starting Kids Off on the Right Social Step (program)
- The Benefits of Using Superflex in Teaching Self-Regulation (article)

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. Permission to use our logo is only given to entities under contract with us for services or treatment or those with whom we have a license that includes permission to use our logo.

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## **Section 2. Copyright: Using Social Thinking’s Concepts, Vocabulary and Materials**

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

All the materials we create and share are protected by copyright, which means that TSP has **exclusive** rights in relation to these materials (see the five rights outlined on page 2). Others cannot exercise any of these rights unless TSP gives them permission to do so.

- Rights conveyed to educators and clinicians. TSP does give educators, clinicians and parents the right to use our materials, and adapt them as needed, *when working 1:1 with students within your own clinic, classroom, school or home*. This blanket permission is printed on the copyright page of all of our books/products. You don't need to contact us for permission to use our materials in this way.
- *Just about everything else is **not permitted***, so please carefully read the information that follows.
- In situations where sharing our materials is permitted, such use requires proper citation and attribution.
- Some uses may require prior written permission or licensing, such as content adaptations within a larger published work, condensed content for articles to fit space requirements, translations into other languages or transferring content into another format (e.g., from print to digital) for in-classroom/in-clinic use, or other such instances where the original content is modified in any way and/or shared beyond the walls of your classroom/school/clinic.

**DO** share articles, blogs, or other free downloads found on the TSP website with others. You can do this via print copies or via email, provided you are sharing the document for free. In all cases, you are required to share the information as is, without changes or adaptations, and include the author byline, the TSP copyright line, and a link to the website page where you found the materials, such as [www.socialthinking.com](http://www.socialthinking.com) or one of the detail pages. There should be a direct connect back to the TSP website and if an article, to where you found it.

**DO** feel free to copy and use **front cover images** of any books or products on Social Thinking we publish when talking about that specific book or referring to it in an article, a blog, on your website, etc. Let's say you write a blog for ASD parents and want to talk about one of our books, and include the cover image. That's OK! Simply find the product page on our website, click to enlarge the cover image, right-click and "save as" to place a copy into your document or web page. No permission is needed from us to do this. But let's say you want to post an entire lesson or chapter from one of the books as part of your blog post. That does require written permission. If you want to post just a brief excerpt (a few paragraphs or a sample page), no permission is required. Just be sure to include complete attribution!

### **Using Our Materials for Direct Instruction**

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

1. Permission is granted to therapists, educators, and other individual professionals to copy and use the materials you use directly with students (e.g., thinksheets, activities, fill-in graphics, etc.) that are part of the Social Thinking Methodology for their own direct teaching, when working 1:1 or in small groups. The materials are for *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 single copy of the book and wants the materials copied and used by all to circumvent buying more copies. It is prohibited for an individual, school, clinic, or company to:
  - a. Copy and/or post whole or large parts (think a complete chapter, a lesson, etc.,) of Social Thinking materials on a company, school or clinic’s website, intranet, or shared network; it is OK to copy a few single pages, a Fidelity Checklist, or other teacher-oriented materials when the network is closed to the public and login/password controlled. Even with closed networks, copy/posting is very limited in scope.
  - b. Convert any materials from print to digital, audio or multimedia format and share in any electronic manner (including converting materials so they can be used with students learning through virtual teaching platforms). An exception exists if converting the materials to an alternative format is needed to meet ADA requirements for a *specific student* with disabilities. In that case, please contact us for a free license to do this.
  - c. Make copies of files and/or reproduce materials on CDs/USBs in the back of our books and share with others, post online, etc. as a “freebie” or as a substitute for purchasing additional copies of the book for others to use.
  - d. Copy and sell Social Thinking materials to someone else, in any format.
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. Teachers or clinicians are permitted to translate portions of Social Thinking materials (those used directly with children) into other languages, under certain terms and conditions:
  - a. Translations require a license from TSP to the person/group. Email [info@socialthinking.com](mailto:info@socialthinking.com) to start the licensing process.
  - b. With some exceptions, permission does not extend to translating entire books or complete lessons.
  - c. Materials can only be used for direct teaching within the classroom/school/clinic and on a noncommercial basis only.

### **Using our Materials in Commercial/Consumer Products**

Social Thinking concepts, materials, teaching frameworks and strategies, Superflex characters, other characters, illustrations in our books, etc. may not be used in a commercial or consumer venture of any type unless you have a license from us to do so. This includes using materials as is, repurposing our original materials in some way, or creating your own adaptations or offshoots from our original materials. If you are simply referring to Social Thinking or part of the methodology within text, that’s OK as long as you give proper attribution in the text and include references to our works in the bibliography.

Examples of such *non-permitted uses* include but are not limited to:

- Using Social Thinking materials in fee-paid workshops or presentations you offer (other than minor mention as described in other parts of this 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 or YouTube is a direct copyright violation, even if you are offering your product for free. See additional information below about Derivative Products.)
- Incorporating our materials, as is or with your own adaptations, 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
- 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 the permitted/non-permitted uses described above include:

- A teacher wants to enlarge certain Superflex images from the Superflex Curriculum book she owns to post on the walls of her classroom. ***That's fine; no written permission is needed because it's in-classroom use.***
- 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 as some conditions may apply.***
- An SLP working in a private clinic wants to create a lesson plan on the Unthinkable Topic Twistermeister and use it with her own clients. ***That's fine; no written permission is needed because it's in-clinic use.***
- That same SLP now wants to share her lesson plan on Topic Twistermeister with a wider audience, through posting it on the clinic's public website, on YouTube and Pinterest, and also on the TeachersPayTeachers website. ***That's not permitted as now it's public distribution.***
- A teacher 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 USB drive in the book and emails them to her friend. ***That's public distribution of our materials, which is a copyright violation and is not permitted.*** More importantly, how will this other 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 as it's use within her classroom/school. Do send us pictures!***
- Everyone loved the costumes, so that same teacher is thinking of marketing/selling the Unthinkable costumes on eBay and/or etsy.com, or just posting the patterns to Pinterest. ***That's not permitted; it's creating a derivative product and distributing/selling it to the public. Posting it to Pinterest, even for free, is public distribution.***
- 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 some thinksheets in a Social Thinking curriculum to use 1:1 with his students. ***That's permitted but the teacher first***

*has to get a license from TSP to do so.* The license restricts use to the teacher's own students and prohibits the materials being distributed to people outside his own student group.

- A clinic in Quebec Canada wants to translate a set of storybooks from TSP's We Thinkers series, use it in their own school, and then print and sell copies to other schools in their province. *That's not permitted. If they only want to use the translations with their own students, we can provide them with a license to do so, under certain conditions for how they use the translation.*
  - A teacher wants to copy an article found on the Social Thinking website and give copies to all members of an IEP team. *That's fine; no written permission is needed provided it's copied as is (including title and author line) and the TSP website is listed as the source of the article.*
  - A para writes and illustrates a story about Superflex and the Thinkables to use with her students. She even adds some new Thinkables she created. Teachers and parents love it so much the para gets copies of the storybook made and starts selling them on Amazon. *That's not permitted (it's a derivative work) and is copyright infringement. In classroom is OK; public distribution is not.*
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### Section 3. Derivatives & Adaptations: Creating New Works Based on Social Thinking, Superflex, or Any of Our Materials

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 to meet the needs of your child, students, or clients.

The right to create a derivative work (see Terminology section for a definition) is an exclusive right held by the copyright holder (us). However, the right to create a derivative work can be conveyed to others, which we do under certain terms and conditions.

Adaptations and derivative works based on Social Thinking materials that you create can be freely used at your home, or for direct instruction in your classroom without our written permission provided:

1. The adaptation or new work is **only** used directly with your own students/clients/children; it cannot be shared with other teachers, posted online, shared with the public, etc.
2. Your adaptation or derivative work is provided at no charge to your students/clients.
3. Proper attribution to the source of the work is included, to Michelle Garcia Winner and/or other authors who created it. (See Section 6 on citation and attribution.) It should be *clear* that your work is not 100% your own thought and that the original Social Thinking concepts and/or materials upon which your work is based were not created by you.

Adaptations and derivative works you create that are based on Social Thinking or Superflex or We Thinkers or concepts or materials from any other part of the larger Social Thinking Methodology may **not** be:

- Circulated or distributed to the general public in any form (print, audio, digital, etc.), even for free



- Distributed individually or packaged into a new product and sold or distributed to the general public in any form or format, including posting to sites such as TeachersPayTeachers.com
- Used as part of a game, app, toy, etc. that is shared or distributed to the public in any manner
- The basis for an eLearning module, a public speaking engagement, a conference/workshop that is given to others, etc.

Even though you have modified TSP-copyrighted work in your own way, added your own ideas or put a new spin on the Social Thinking concepts or materials, 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 is creating a derivative work, and that right belongs exclusively to TSP.

**Your derivative works can only be distributed free or sold to the general public when that distribution and/or sale is handled directly by TSP, or 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 TSP’s copyrights and/or trademark rights by sharing your work with others in any manner, 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 (or any other trademarks we hold, such as Superflex) used in any part of its name.*

**DO** consider applying to present your adaptation or new work at our Global Annual Social Thinking Providers Conference held at the end of June near San Francisco, California.

**DO** contact us if you have a product, a creative game or curriculum based on Social Thinking or any of its components. We might want to publish it! Email us for our Submission Guidelines.

To follow are some examples of permitted and non-permitted uses for adaptations or derivative works you create that are based on anything and everything that is part of Social Thinking’s intellectual property.

- A teacher actively uses the Superflex curriculum in her classroom. Her kids love it. The teacher has created activity lessons to go with each of the 14 Unthinkables.
  - She uses them in her classroom with her students. ***That’s permitted.***
  - That same teacher wants to sell these as a set on TeachersPayTeachers.com. ***That’s not permitted. (Selling them any way, as a set or individually, on TpT is prohibited.)***
  - That same teacher wants to post some of them, for free, to her Facebook page and also post them to Pinterest. ***That’s not permitted; it’s distribution.***
  - That same teacher wants to share these activities with her students’ parents/caregivers via email files. ***That’s permitted*** provided there is a “not for public distribution” statement on each activity sheet.
- A para-pro finds a teaching template for a Social Thinking concept on the TSP website. She wants to modify the template, write a lesson around it, and then post it/sell it at TeachersPayTeachers.com. ***That’s not permitted; it’s a derivative product.***
- A teacher has been using Social Thinking Vocabulary terms with her students and has written a set of lessons to go with each term.

- She uses them with her students and shares them with other teachers in her school who are also teaching the Social Thinking Vocabulary. *That's permitted.*
- A friend in another state asks for a copy of the lessons to use in her school and share with other teachers there. *That's not permitted; it's distributing a derivative product.*
- The teacher assembles all the lessons into a book form and submits the manuscript to a publisher. *That's permitted* if the publisher is TSP, *it's not permitted* if it's any other publisher.
- Two SLPs who work in a public school use Social Thinking actively in the services they provide. They have adapted one of the Social Thinking teaching frameworks that was originally created for elementary aged students to use it with middle school/high school aged kids. It's become very popular and word is getting out about what they've created.
  - They start giving presentations on the work to other schools and programs in their area and then at state conferences. *That's not permitted* unless they have obtained licensing from TSP to market and distribute their new work.
  - Because of these presentations, schools start asking them to do training on their work to teachers on a fee-paid basis. *That's not permitted*; it's copyright infringement and they are commercially benefitting from a work that is not 100% their own creation.
  - The work is so well received and requests are so frequent, they decide to start a consulting business to share their framework with others on a national scale. *That's not permitted.* If they use the Social Thinking name or any other trademark belonging to TSP, they are also in trademark infringement.
- A teacher is writing up a series of behavior-based lessons for her social skills program. She puts the lessons together and gives the work the title, "Social Thinking Lessons for the Playground." She's not using any Social Thinking concepts or materials in her lessons. She posts these lessons to TeachersPayTeachers for sale. **Oops – trademark infringement!** She is using our trademark "Social Thinking" – even though she is not referring to Michelle's work. If she changes the name to something different, such as "Social Skills Lessons for the Playground" or "Social Smarts on the Playground" she's good to go.

## A Special Note about TeachersPayTeachers.com, YouTube, Facebook, Pinterest and Copyright/Trademark Infringement

Many teachers and clinicians are enthusiastic about using our concepts, frameworks, Superflex characters, our We Thinkers early learners' storybooks 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 only use the things you create with your own kids. As described above, **you commit copyright infringement when you take what you've created (and trademark infringement if you're using our trademarks) and share it, post it, or pin it on sites such as Teacherspayteachers.com (TpT), YouTube, Facebook, or Pinterest.**

This applies to any work copyrighted by someone else, not just Social Thinking materials. For instance, the same rules apply to *The Zones of Regulation* (content, graphics, everything) or *Whole Body Listening Larry* (story, characters, illustrations, etc.). You simply can't take the work of others,

adapt it, and then circulate it to the public without prior written permission or a license to do that from the copyright holder. Even when you state you're using or adapting the work of others in creating your materials, attribution is not enough (unless all you're doing is making a very minor statement about someone else's work and there is no adaptation being done). 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 unless you've been licensed to create the derivative work.

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 Superflex or We Thinkers, and/or are not structuring their lessons or activities in the way the methodology was created to be taught. As a result, every teacher who uses their handout or worksheet or lesson is now further teaching Social Thinking incorrectly.

Recently TpT has started taking proactive measures to help their sellers better understand copyright and trademark issues. We think this is great! They've established an IP Resource Library available to their sellers that outlines various publishers' terms of use. If you are a TpT Seller and are posting materials based on Social Thinking (or Superflex, We Thinkers, Zones of Regulation, Whole Body Listening Larry, etc.), you can find similar terms of use as included here, directly on the TpT website.

Given the popularity of video and audio works, we are noticing more people are creating videos and video lessons on Social Thinking or Superflex or The Zones of Regulation, or are creating "read aloud" versions of some of our books and posting them on YouTube. We find so many of these "teaching" videos to be lacking in fidelity about how the methodology was intended to be taught, especially around Superflex. (For instance, a video of adults acting like Unthinkables is not the way to teach Superflex! Superflex and Unthinkables represent inner strengths and challenges our kids face!) Or people are videotaping parts of Social Thinking conferences with their smart phones (despite an announcement at each event that it's not permitted) and posting them to YouTube. Or they are buying our Superflex music CD and posting songs from it on YouTube. All of that is copyright infringement.

So, be forewarned if you choose to post to TpT or YouTube: we are taking a much more active role in perusing these sites and filing formal take-down notices because you are infringing on our trademarks or copyrights. We truly 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. So please, join our community in respecting the rights we hold and protecting the manner in which our work is being taught to the children, teens, and adults we all serve. Pause and think before posting or sharing!

## Section 4. Giving Presentations or Training Others on Social Thinking Concepts, Vocabulary, Frameworks or Materials

The Social Thinking Methodology and its teaching frameworks and curricula are meant to be taught through the lens of social thought processes, rather than with a focus on changing social behavior. However, we are noticing that more and more individuals are NOT explaining or teaching Social Thinking correctly, and unfortunately, they pass along their (incorrect) understanding to others through presentations and/or trainings they provide. For this reason, and in an effort to preserve and protect the integrity and teaching fidelity of the Social Thinking Methodology, we've had to put limitations on the extent to which people not affiliated with TSP can speak about or train others on Social Thinking.

**DO** share what you've learned about Social Thinking with others in your school or your clinic! Individuals are permitted to give short, high level "summary" presentations, but only under certain conditions that are explained in detail below. Make sure you read and understand these conditions!

**DO** let others know about our Social Thinking Training and Speakers Collaborative if something more than a short introduction on Social Thinking is being requested of you. 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 – clinicians who work with individuals with social challenges on a daily basis - 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/Our Speakers.

**DO** understand the difference between giving presentations and/or trainings to the general public and giving presentations and/or trainings within your own school, clinic, or organization, as explained below.

**Part 1. Giving Presentations and/or Trainings to the GENERAL PUBLIC** (to people outside your own school, clinic, or organization)

In general, individuals are only permitted to give short, introductory face-to-face presentations to the general public on Social Thinking or any of its components, frameworks, materials, etc. Some of the conditions under which this is permitted include the following:

- Presentation is free and is held within your local community (within a 25-mile radius). Note: a small fee charged to help cover the expenses for the event, such as room rental cost, snacks, audio-visual, etc., is OK.
- Presentation is less than 90 minutes and is offered not more than once a year
- No speaker fee is charged or accepted
- Proper attribution and references are included in the presentation (see Section 6)
- The goal is to introduce basic concepts about Social Thinking, not provide any in-depth teaching or training
- No more than five (5) pages of Social Thinking materials copied from our books may be shared with event attendees.

- Any Social Thinking materials, graphics, thinksheets, etc., being used in the presentation or distributed to attendees as part the presentation must contain the TSP copyright line (see Section 6)
- Audio or video recording of the event for future sharing or distribution is not permitted.

Individuals are not permitted to give presentations on Social Thinking, Superflex, or any other parts of the methodology to the general public that meet any one or more of these parameters:

- more than 90 minutes in length
- frequency is more than once a year
- depth of content extends beyond being introductory in nature
- the speaker receives a fee for giving the presentation
- the public is charged a registration fee to attend (other than to offset direct costs)
- the presentation is a live webinar, or is a video-recorded presentation shared in any manner

Note: all these terms also apply to The Zones of Regulation and the Whole Body Listening Larry materials.

Example 1. A teacher in a school system is asked to give a presentation on Social Thinking to parent members of the PTA at one of their meetings. The presentation is to introduce the methodology, talk about some of the terms and vocabulary used, and will last no more than 45 minutes. *That's OK.*

Example 2. Two teachers want to give a series of three 45-minute presentations on the ILAUGH Model of Social Thinking at a national ASD conference. The presentations will go into depth on the methodology and explain how to implement Social Thinking into elementary school classrooms for both mainstreamed and special education students. *This is not permitted.*

Example 3. An SLP working in a private clinic wants to help parents of the children they work with understand how to apply the child's Social Thinking treatment strategies at home. The SLP sets up a free Parents Night Presentation, which is held at the clinic and lasts about 90 minutes. *That's OK.* The response is so good the clinic decides to turn this into a teaching program, offer it four times a year, and charge parents \$50 each to attend the presentation; now *it's not permitted.*

## **Part 2. Giving Presentations and/or Trainings to PEOPLE IN YOUR OWN School, Clinic, or Organization**

As is often the case, individuals employed by a school, clinic, or services-type business are expected to share information they learn when attending conferences, or sometimes are expected to train other staff as part of their job description.

Educators, clinicians, or employees of a service group, hospital, or other organization who attend a Social Thinking conference are permitted to share the information they learned at the event with other employees of *their own* school district/clinic/organization as part of a *face-to-face* training as long as they meet these conditions:

- It is a free in-service provided as one part of a general staff training or Professional Development Day

- The presentation is a high-level summary of what was learned, and is not an attempt to replicate, in length or depth, the information presented at a TSP conference day.
- Face-to-face training is limited to 90 minutes; it is not a half-day or full-day presentation.
- Copying and distributing the TSP conference handouts is not permitted. Speakers can draw from those handouts in creating their own materials to share during their presentation, provided proper attribution is included. The one exception on sharing content from handout materials is if the handout has a “do not share” line in its copyright section. This means the material is in development and should **not** be shared with others at this point in time.

Educators or related service providers who are employed by a school system (SLPs, behavior specialists, OTs, etc.), or support/services staff in organizations such as hospitals or clinics, who are *required* to train staff as part of their job description (e.g., the organization uses a train-the-trainer model) are permitted to train others or provide 1:1 or group sessions centered around the Social Thinking Methodology under these conditions:

- Trainers receive *initial and on-going training* through TSP to assure fidelity in how Social Thinking concepts and materials are being taught to others. This could be accomplished through bringing a member of the Social Thinking Training and Speakers Collaborative into the organization for initial staff training, or by trainers attending TSP hosted conferences on a regular basis.
- Training and/or coaching is provided only to staff at the trainer’s school/clinic/organization. The trainer is not permitted to teach or train individuals in other private groups, other schools, work with local or state agencies, or act as a consultant to others outside the trainer’s place of employment on any content related to Social Thinking.
- The trainer is not permitted, at any time, to create his/her own business as a Social Thinking trainer and contract with other entities for training.
- Training to staff is not an attempt to replicate what the trainer learned at a TSP conference to the extent that it is a substitute for other staff attending TSP conferences and trainings.
- The trainer cannot represent himself or herself as an “expert” on Social Thinking, and cannot hold a professional title that uses Social Thinking or any of our trademarks as part of it (see Section 1).
- The trainer assumes the responsibility of teaching/training others with fidelity and in the manner the Social Thinking Methodology was designed to be taught. This includes staying up to date on the Social Thinking Methodology by reading our books and free articles, regularly attending conferences (thought on the methodology evolves each year), and accessing other trainings we provide to keep updated. If it’s been two years since the trainer attended a Social Thinking event or was trained by our licensed trainers, the trainer should be updating his/her knowledge base.
- Administration should regularly evaluate the quality of the trainer and the information being taught against the Fidelity Checklists included in many Social Thinking products to gauge how well the trainer is understanding and teaching the content and whether the Social Thinking Methodology is being taught in the manner in which it was designed to be taught.
- Administration understands that TSP does not individually evaluate individuals who provide in-house training under a train-the-trainer model and nothing in this document can be construed as TSP’s approval or endorsement of the trainer or the training on Social Thinking provided by a school or organization’s employee(s). TSP is not responsible for the quality of the training being offered; that responsibility resides at the school or organizational level.



Schools, clinics, or organizations who seek in-depth training for staff, or are interested in school-wide implementations of the Social Thinking Methodology, Superflex, or any other of its frameworks can access, beginning early 2018, eLearning modules offered by TSP licensed and approved speakers, available through the TSP website. Another training option is to arrange for a member of the Social Thinking Training and Speakers Collaborative to visit the school/clinic to provide this type of initial and on-going training. If a school is considering school-wide or district-wide implementation of Social Thinking or any of its frameworks, such as Superflex, please contact Dr. Pamela Crooke, Chief Strategy Officer at TSP. TSP has created a step-by-step implementation plan and can work with you on making sure you are implementing Social Thinking with fidelity to the approach and its materials.

Independent consultants or businesses which provide services to a school, clinic, or other organization are **not permitted** to provide training on the Social Thinking Methodology as part of a contract for services with another school, clinic, or business.

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. Similar restrictions apply.

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## Section 5. Translating or Converting Social Thinking Materials into Other Formats

As you read the information in this section, please remember our general guidelines on using our materials: if you are doing something using Social Thinking materials within your classroom or clinic, *most of the time* it will be OK. Certain restrictions do exist, even for educational uses. It's when you want to share or distribute what you've done with the public that you will run into copyright and/or trademark problems.

**Translating Social Thinking materials into other languages.** Teachers, clinicians and other professionals are permitted to translate the hands-on materials used directly with students or clients, *provided* they first obtain a license from TSP to do so. This can include, among other things, individual thinksheets or activity materials, or short storybooks included with a curriculum (e.g., storybooks that are part of the We Thinkers early learner series). Individuals are not permitted to translate entire curriculums, core teaching books, complete individual lessons/units, etc. The license is a legal document that describes a mutual understanding of the terms and conditions under which we give you these rights, and it documents what you want to translate, how you intend to use the translated works, etc. As such, it will require signature by an authorized person (e.g., school principal, company CEO, etc.). Start the licensing process by contacting us at [info@socialthinking.com](mailto:info@socialthinking.com). Please put "Translation Request" in the subject line of your email.

**Converting Social Thinking materials into other formats.** Individuals are generally not permitted to convert existing Social Thinking materials into alternative formats and circulate these materials to the public. When converting materials for in-classroom or in-clinic use, more leeway is allowed, but even there some restrictions do exist. There are no limitations on converting Social Thinking content into alternative formats if this is to meet ADA requirements for a specific student with a disability and the

required content to be converted is documented on the child's IEP. However, a license is required from us to allow you to convert materials for ADA reasons, as terms and conditions apply.

The following list details some of the permitted and non-permitted ways you can convert and use our materials:

- Converting Social Thinking materials from print to smart-board format for in-classroom use is permitted within public education institutions only. The materials may not be shared with other teachers or individuals outside that individual classroom/school and are for non-commercial use only. They may not be incorporated into any "new work" created by the teacher.
  - Doing a "read aloud" audio or audio/visual recording of one of our storybooks is OK within the classroom. Posting this on YouTube, on the school or clinic's website, or any other public access site or forum is not permitted.
  - Scanning a handout or a few pages from a Social Thinking book into digital format to be used with students in-classroom or in-clinic is OK. Scanning a 25 page lesson or an entire book is not permitted. Posting digital material of any length to the school's public access website or to social media, Facebook, Pinterest, etc. is not permitted.
  - Scanning and using Social Thinking characters, illustrations, graphics, charts, etc. is OK for in-classroom or in-clinic use. Inserting any of Social Thinking's copyrighted images into a new work that will be distributed to the public (free or fee-based) is not permitted (see Section 3 on adaptations and derivative products).
  - Copying the files from a USB/CD included in a Social Thinking book to an organization's website or intranet, or posting any file or files online anywhere is not permitted.
  - Converting Social Thinking storybooks, short books, or curricula in their entirety to digital format is not permitted without written permission from us.
  - Converting anything more than a small number of pages (less than 5 pages/product) from Social Thinking products into a format to be used within a virtual learning system, program, or school is not permitted.
  - Scanning, copying or printing a small number of pages of hands-on materials from a Social Thinking book to share with a child's parents or caregivers is permitted. For instance: copying and sharing Parent Letters, individual thinksheets or activities being worked on to provide added practice at home or promote generalization of learning from school to home is permitted. Please make sure there is some notification to parents/caregivers that the materials are not for public distribution or sharing with others.
  - Scanning a small amount of material (5 pages or less) from a Social Thinking product into digital format and posting it online as part of a testimonial, a blog post, or a product review is permitted, provided proper attribution is included to the author and the title of the work from which the material was copied. Scanning and posting, for instance, an entire 10-page lesson as part of a blog would not be permitted without written permission from us.
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## Section 6. Attribution, Citations and Referencing

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 (or the authors if different) as the source of those materials. It just makes sense to give credit to the originator of the work!

Basic attribution on a webpage or in marketing materials should be clearly established in the same paragraph where Social Thinking or the particular part of the methodology (e.g., a framework, Vocabulary terms, etc.) is mentioned. The citation/attribution statement should contain the following elements:

- The correct name of the curriculum/concept/framework as it was created by TSP (please verify in your book or online at our website). Please don't use your own "shorthand" or product name variations!
- Use of the trademark symbol (if using one of our trademarks)
- Attribution to Michelle (and/or other authors involved) as originator/owner/creator of the concept/framework
- The Social Thinking URL [www.socialthinking.com](http://www.socialthinking.com).
- A brief description of what part of Social Thinking you're introducing or talking about (optional)

People often ask us for examples of how attribution should be made; several are offered below so you get an idea of the basics of what to include. Find more information about attribution via the Chicago Manual of Style (online and print versions available) or do a Google search.

- ✓ "Social Thinking® is a term coined by Michelle Garcia Winner, CCC-SLP and represents a flexible, systems-based 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 competencies 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....”

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## Final Comments

**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** contact us at [info@socialthinking.com](mailto:info@socialthinking.com) if you still have trademark/copyright questions that are not addressed or answered by reading our IP documents. Please put “IP Question” in the subject line of your email.

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 article with a list of questions parents can ask. The article, [“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.

**DO** help us protect our work. If you see people using our name or materials in ways they shouldn’t, or otherwise violating our rights, let us know. Your privacy is always respected and we won’t share your name, ever, during our investigations.

**DO** know we appreciate the work you do in helping the kids and adults who find social learning and social processing a challenge, and using Social Thinking to help them gain social competencies to achieve well-being throughout their lives.