



Terms of Use, Definitions, Examples, and Frequently Asked Questions

Below you will find information related to our products and the associated trademarks and copyrights held by our company, Think Social Publishing, Inc. (TSP), and authors publishing with TSP. We have tried to format this in a user-friendly manner, in digestible chunks, including frequently asked questions, definitions, and general terms of use information, along with examples of what you can and

cannot do. We understand that intellectual property guidelines are complex. We recognize that people are excited and well-intentioned when using TSP's products and don't always understand the restrictions involved in this realm. But, one of our required duties as trademark/copyright holders is to monitor and provide information to protect the associated copyrights and trademarks held by TSP and its authors.

If you need further assistance, please send questions to info@socialthinking.com and the appropriate person will be looped in to provide additional guidance.

Definitions and 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 as Social Thinking Publishing. All refer to the same entity and trademark/copyright terms in this document and 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 indicates source and trademarks are exclusive to the trademark holder. Trademarks help the general public make a visual connection 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. The trademark is indicated by use of the registered trademark symbol after the term, e.g., Social Thinking® or The Unthinkables®. Trademarks not yet officially registered with the USPTO are denoted by the “TM” symbol.

© **“Copyright”** is completely different from 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 original created works rather than names or phrases. All of the materials we publish, post online on 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 she/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 through 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.

If your work springs from or incorporates any part of Social Thinking, uses a character of ours or our framework, then it is a derivative work—even if you put your own spin on it and create a new product with your own ideas, characters, or added materials.

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 ensure that the materials a company produces are protected by copyright (although the owner of the logo holds copyright on the design). Logos are exclusive, though—they belong to the company!

 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 “®” trademark symbol at the end of the word “Thinking” in our logo.

A **“framework”** is either a conceptual tool or a treatment tool which helps explain how the social world works, how students learn to self-regulate in the social world, and how interventionists can be informed in order to determine a student’s level of social understanding about the social world.

Examples of conceptual frameworks include but are not limited to the ILAUGH Model of Social Cognition, Social Learning Tree, Social Thinking-Social Communication Profile, and Social Thinking GPS.

Examples of treatment frameworks include but are not limited to Four Steps of Communication, Four Steps of Perspective, The Friendship Pyramid, Social Behavior Mapping, Spirals of Social Success and Social Failure.

Trademark and Use of the Social Thinking Name, Logo, and our Other Trademarks

The Social Thinking trademark—and all of our trademarks—gives us **exclusive** ownership of these names, which includes our 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, and The Thinkables. 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.) to 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.

What trademarks belong to Think Social Publishing, Inc. (aka Social Thinking)?

Social Thinking®

Superflex®

The Unthinkables®

The Thinkables®

We Thinkers!™

Social Thinking GPS™

Social Thinking-Social Communication Profile™

Note: The Zones of Regulation® trademark belongs to Leah Kuypers, and terms and conditions listed in this section also apply to it. Please contact the Zones team directly for questions: info@zonesofregulation.com.

Does your trademark apply to both “Social Thinking” and “social thinking”?

Yes. The name trademark covers all formatting variations related to font, capitalization, font colors, etc. So, our trademark covers “Social Thinking,” “social thinking,” “SOCIAL THINKING,” or any other variations, colors, etc. If you are using “social thinking” as a generic term, please substitute something else, such as social cognition, social smarts, social intelligence, etc. TSP can, of course, use “social thinking” anytime.

Can I use the Social Thinking name, logo, or trademarks in my business?

Not unless you have a license from TSP to do so; TSP does not generally provide these licenses to those who are not part of our Social Thinking Training and Speakers’ Collaborative (STTSC). The Social Thinking trademark—and all of our trademarks—gives us exclusive ownership of these names, which includes our 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. Using our name or logo suggests an affiliation, endorsement, or other contractual working relationship and, thus, you cannot use our trademarks or logo in the name of your business.

Can I use Social Thinking trademarks or the names of frameworks as part of the name/title of my program or service?

No, that is not permitted. Describing the services you offer as Social Thinking Groups, We Thinkers Early Learning Program, or Superflex Camp are all examples of non-permitted uses.

Can I say or advertise that our clinic or in-school program uses Social Thinking (Superflex, We Thinkers, etc.) as the primary teaching methodology upon which it is based?

You can mention in your *program description* that you use the Social Thinking Methodology or any of its teaching frameworks, such as Superflex, Social Behavior Mapping, ILAUGH Model, etc., as long as you meet the five necessary conditions described below (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 it is used.*
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 Garcia Winner’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.*

The goal here is for the general public to clearly understand whether or not your business, clinic, services, or program is affiliated with TSP, licensed by TSP, or endorsed/approved/reviewed by TSP.

[Can I use the Social Thinking name, trademarks, or names of frameworks as part of the name of an article or book I’m writing?](#)

Not without written permission. If you are under contract with TSP to write a book, create a game, etc., with us, you can use our name or trademarks in your work.

[Can I use Social Thinking, Superflex, We Thinkers, or other names of Social Thinking works as part of the name of a curriculum, training program, or workshop I’ve created?](#)

No. 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

Doing so suggests an affiliation with or endorsement of your work by TSP and is reserved only for people/projects under contract with or being produced by TSP.

Can I create a new school/clinic/company that is primarily based on teaching Social Thinking (Superflex, We Thinkers, etc.) and use your name/trademark?

No. 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

Can I purchase a domain name (URL) that contains any of your trademarks in it?

No, that is not permitted.

Can I use Social Thinking as part of the name of a professional title or position I hold?

No. 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)

What is permissible is use of generic terms such as “social cognitive specialist,” “social skills therapist” or “social learning therapist” to describe the area of expertise or specialization. And, 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 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 that 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.

Can I use the Social Thinking logo when I'm talking about or referring to Social Thinking?

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. However, if you are only showing the logo as part of a brief introduction to Social Thinking or our company, that is permitted.

Copyright: Using Social Thinking Concepts, Vocabulary, and Materials

Copyright is different from trademark and is a form of intellectual property law that protects original works created by a person. Copyright is in effect at the time the person puts an idea into a tangible form (words, drawings, music, etc.). For additional protection a person can register a work with the U.S. Copyright Office, but even if that’s not done, the work is still protected.

Copyright gives the owner five exclusive rights which include the right to:

1. Reproduce the work in whole or part
2. Distribute the work in whole or part
3. Display the work in whole or part
4. Perform the work in whole or part
5. Create derivative works from the original work

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 our webinars or eLearning videos. 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 large amounts of 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).

The copyright owner can authorize or license others with any of these rights via a written agreement. People who do anything with the copyrighted works of others that falls in any of the five areas above are in copyright infringement if they do so without permission.

All information in this section also applies to *The Zones of Regulation*, written by Leah Kuypers. Please contact the Zones team directly for questions: info@zonesofregulation.com.

What is a “derivative work”?

Creating a derivative work is one of the five exclusive rights that belong to the copyright holder. A derivative work means any item (oral, written, audio/visual, digital, videotaped content, clinic program, service, etc.) that is an adaptation of, is built from, grows out of, or results from something we've created or is copyrighted by us (including *The Zones of Regulation*). Even if you put your own spin on our work, add in your own ideas, or modify something we’ve created or is copyrighted by us, if it is based on Social Thinking (or Superflex, We Thinkers, Zones of Regulation, etc.), it’s a derivative work.

I work in an educational setting so I don’t have to worry about copyright, right?

Wrong. 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: <https://www.copyright.gov/circs/circ21.pdf>

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.

Can I copy and post Social Thinking materials, activities, lessons, characters, graphics, etc. on our school or clinic website?

It depends. If the website is accessible by the public, then no. If the website is closed and is login/password controlled to limit access, then maybe, depending on what it is you want to share. Educational groups are not allowed to copy a lot of pages of a TSP book and share it for free on their website. However, an educational group could share some Thinksheets or other materials that are used directly with students and developed for use in that program as a derivative work, as long as they put our copyright on it.

Can I copy and share Thinksheets/handouts/activity plans/parent letters, etc. from Social Thinking books with my students' parents or caregivers?

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 (a complete chapter, a lesson, etc.) of Social Thinking materials on a company, school, or clinic website, intranet, or shared network; it is permitted 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, copying/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

- student 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. This is explained further below in the section on translating and converting materials into other formats.
- c. Make copies of files and/or reproduce materials on CDs/USBs that come with 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 (see TSP Translation Policy for guidelines).

Can I reproduce graphics or characters from your books and use them in my own lessons and teaching materials I create?

Generally, yes, provided you are only using Social Thinking materials in derivative works you create to use with your own students. 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 a text, that’s permitted as long as you give proper attribution in the text and include references to our works in the bibliography.

If you are sharing your derivative works with other professionals in your clinic then you must put a copyright citation in the footnote. You are not permitted to use our graphics, characters, vocabulary, charts, etc. in materials shared with the public (posted online, sold on an Internet platform such as Teachers Pay Teachers, distributed in print, etc.).

Can I make copies of conference handouts and give them to others?

No. If you attended a Social Thinking conference and are sharing in a brief talk what you learned with others in the program that employs you, or your school, clinic, or organization, you can create your own handouts based on ours, but not copy and distribute ours. However, you must put an attribution statement on the bottom of your handouts. Please review our handy IP Decision-Tree for more information (www.socialthinking.com/Intellectual-Property).

Can our school buy one copy of a Social Thinking book or CD/USB and then make copies of lessons and materials for other teachers?

No. Reproducing materials (making copies on a copier, scanning pages into a digital format, having copies made at a business such as Kinko's or Staples) is one of the exclusive rights belonging to the copyright holder. More than one person can share a book purchased by the school, but the book or parts of it can't be copied in lieu of buying additional copies of the book for other staff.

Can I use front cover images of Social Thinking books/products in my blog, article, or presentation?

Yes, when talking about a specific product for commentary purposes, writing a book review, or when the goal is to introduce the work to a larger audience. You can download them easily from our website.

Can I copy, enlarge, and post images from Social Thinking materials in my classroom or clinic or in our school's common areas?

Generally, this is permitted when the use is only in/for your own school or clinic (not to be posted on the Internet (Pinterest, Teachers Pay Teachers, etc.)). Any manner you participate in with the goal to distribute materials to a member of the public outside of the educational program in which you work or with the general public is not permitted. Note: if you plan to have materials reproduced or enlarged by Kinko's or a commercial printer, they will typically want a written letter of permission from us.

Can I record and post video clips from Social Thinking conferences on Facebook, YouTube, on my website, etc.?

No, this is a copyright violation. If TSP comes across these, we will file a take-down notice and/or contact the website holder or the person posting these.

Can I adapt a Social Thinking, Superflex, Zones, etc. lesson, poster, and/or curriculum unit and use it in my classroom or clinic?

Yes! On the copyright page of our books and products, we extend the right to others to adapt or modify our materials as needed to meet the learning needs of your students or clients, provided your creation is staying in-classroom, in-clinic, or in-house of an educational group. You cross the line into copyright infringement when you share those materials in any way with others outside your place of employment or with the general public.

Can I create my own product based on a part of the Social Thinking Methodology (or Zones of Regulation) and share it with the public?

In most cases, no, because your product is a derivative, and it can only be shared with your own students or clients, but not the general public. For instance, you create a new lesson and handouts on the Superflex character WasFunnyOnce. That's great, and you can use it in your classroom or clinic, however it should contain a copyright statement and attribution statement about the source material where the work was first taught. You are not permitted to post it online, to Facebook, YouTube, TeachersPayTeachers.com, or Pinterest, even if there is no charge. That is copyright infringement for which we regularly monitor and file take-down notices.

If you are simply using one or two terms from the Social Thinking Vocabulary or making a short reference to Social Thinking (or Zones) and everything else in your work is originally yours, this is permitted providing proper attribution is given to authors and TSP. If a handout is made from our copyrighted work, it must contain a copyright statement at the bottom. "Originally yours" means the idea itself you are presenting was not part of the original work. An adaptation of some existing idea in the original work still brings copyright issues into play.

When not sure if you are utilizing our copyrighted work in your product, please contact us at info@socialthinking.com and your message will be routed to the appropriate person.

Can I write an article or book, or create a game, app, or other product, based on my adaptation of Social Thinking (or Zones) materials and have it published?

Not without our permission, since you are using/adapting our copyrighted materials. If you have a cool idea, consider submitting it to us for publication, but please know we are accepting few ideas from the public because we have many of our own ideas we are continuing to develop.

Can I create a new teaching curriculum that uses Social Thinking materials as part of it?

If the curriculum includes derivative works from TSP's copyrighted materials and is used 100% only with your own students or clients, that's permitted. That said, you are not permitted to use our name or any of our other trademarks or names of copyrighted products as the name of your curriculum. If your intention is to also share it with others (free, sold, published, etc.), do workshops about it, etc., that's not permitted unless TSP agrees by signed contract to become the publisher.

Our nonprofit/agency has created an after-school program built on Social Thinking/Superflex/Zones, etc., and we charge schools a fee to do this program at the school. Is this OK?

No. You're using our work in a commercial manner in a way that suggests you are licensed or affiliated with us to offer this program or service. You've created a derivative product, you are distributing that product to the general public, and you are using our trademark, all without licensing or permission.

Can I create a new work based on Social Thinking/Superflex/We Thinkers, etc., and submit it to Social Thinking for publication?

Yes. We accept a limited number of submissions throughout the year. Please email us at info@socialthinking.com to obtain a copy of TSP's Submission Guidelines. This document outlines the who, what, where, when, and how information we'd like to see in your Product Proposal. Please do not simply email us a cover letter and your product.

Translating or Converting Social Thinking Materials into Other Formats (also see our Translation Policy: www.socialthinking.com/Intellectual-Property)

Can I translate Social Thinking materials to use them in my classroom or clinic?

Yes and no. You can translate a small number of certain materials within a published product if they are to be used directly with your students or their families (activity sheets, Thinksheets, storybooks, parent letters, etc.)—as long as you put an attribution and copyright line on the translation. You are not permitted to translate entire books, entire lessons, etc., without a license from TSP to do so.

Can I share materials I've translated outside my classroom or clinic (in print or digital form)?

No. That is public distribution, and that right belongs exclusively to TSP. This applies even when the materials are being shared at no cost with others.

Can I translate and print Social Thinking materials and sell them on your behalf in our country?

No. We reserve that right for us to work only with established educational publishers who want to acquire the rights to translate, publish, and sell our books. If you have any connections to publishers in your country, please contact them to see if they are interested in publishing a translated version of our product, and then we can link you with the appropriate person in our company to assist.

Can I convert Social Thinking print materials or PDF files to whiteboard file formats and use them in my classroom?

Yes, if the materials are 100% used only in your own classroom or clinic and you are converting a small section of materials to work on them directly with students (e.g., fewer than five (5) pages of Thinksheets from a book). Sharing these converted materials or large sections of books with others, posting them to your website, or using them in an open Google Classroom, etc., is not permitted.

Can I convert Social Thinking print materials to a digital format to use them in a virtual teaching program?

No, that is not permitted.

Can I convert Social Thinking print materials and/or books into Braille or read-aloud versions to use them with my student who is blind?

Yes, but only if this is to meet an ADA requirement for a student that is part of his/her IEP or Section 504 plan. Please contact us to obtain a no-cost license to convert our materials as needed.

Giving Presentations or Trainings on Any Part of Social Thinking

Can I give face-to-face presentations or trainings on Social Thinking/Superflex/We Thinkers, etc., to the general public to market my business's use of aspects of the Social Thinking Methodology?

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 permitted
- Presentation is fewer 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
- 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
- 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

Direct training to the public about TSP's broad-based Social Thinking Methodology is not permitted. Only members of the Social Thinking Training and Speakers' Collaborative are permitted to give training sessions to the general public on using or implementing the methodology. These people are licensed and approved to teach Social Thinking and are personally mentored by Michelle Garcia Winner and Pamela Crooke on an on-going basis so they can impart the most current thought on teaching the methodology with fidelity. These same conditions apply to doing presentations or trainings on The Zones of Regulation. Contact Leah Kuypers (www.zonesofregulation.com) about presentations, webinars, etc., she can provide.

[Can I give face-to-face presentations on Social Thinking/Superflex/We Thinkers, etc. within my school, clinic, or company?](#)

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.

[My school/organization expects me to implement aspects of the Social Thinking Methodology or more specifically, Superflex, We Thinkers, etc., school-wide as part of my employment with the school. Is that type of staff training OK?](#)

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 on 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 with 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 eLearning courses 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 ongoing 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.

Can I create an audio, visual, or multimedia presentation or training on Social Thinking, Superflex, We Thinkers, Zones of Regulation, etc. and share it with other staff or the public?

No. That is copyright infringement because you are creating a derivative work. Only TSP can create audio/visual presentations. Allowable presentations and trainings are face-to-face only, if the presentation meets the requirements listed in our decision tree. We now offer eLearning courses and free webinars on topics related to teaching with the Social Thinking Methodology. All e-information shared about the Social Thinking Methodology on the Internet must be published by TSP or licensed by TSP to be shared with the public.

Can I give a webinar or create an eLearning workshop on aspects of the Social Thinking Methodology, such as the Social Thinking Informal Dynamic Assessment Tasks, Superflex, ILAUGH Model, etc.?

No. That is copyright infringement because you're creating a derivative work. Only TSP can create audio/visual presentations. Allowable presentations and trainings done by others are face-to-face only. E-Learning modules on topics related to the Social Thinking Methodology can only be created and offered by TSP.

Can private educational consultants or nonprofit agencies provide different fee-paid trainings on Social Thinking to schools and businesses in my area?

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

Please refer requests from schools to members of the Social Thinking Training and Speakers' Collaborative, individuals who are licensed by TSP to provide these training services.

Our school is planning to implement Social Thinking/Superflex/Zones of Regulation, etc., school-wide/district-wide. That's OK, right?

We're delighted you want to do this, and our goal is to help you do so properly so that teachers are correctly taught to use our materials with students. There are some requirements and conditions that apply. Contact sttsc@socialthinking.com and ask about our Social Thinking Planning and Implementation Plan. We'll work with you to help you organize your thinking, set up your plan—including how data will be taken—and explore with

you the possibility of receiving initial training from a member of our Social Thinking Training and Speakers' Collaborative, etc.

Attribution, Citations, and References When Referring to Social Thinking

What is attribution?

In a nutshell, attribution is giving credit to the owner/creator of materials you're talking about, using, showing, etc. This can be done in various ways: an in-text citation that's coupled with a reference in the bibliography, a footnote on the same page the work is mentioned or talked about, or attribution can occur as part of the text describing the work.

When do I need to give attribution to authors or Social Thinking?

Give attribution whenever you are talking about, citing the title of, or using materials that are created by Michelle Garcia Winner or other authors whose works TSP publishes. Attribution should be given alongside your first mention of the work so it is clear what materials were created by someone other than you. Additional attribution may be needed if you talk about a different part of the work later in your document. Keep reading for examples of attribution statements.

What does proper attribution need to include?

At minimum, it should include the author's name, date the work was published, and our URL (www.socialthinking.com). If one of our trademarks is being used, the trademark symbol should be used also. For instance: "Michelle Garcia Winner, creator of the Social Thinking® Methodology (www.socialthinking.com), uses the term 'think with your eyes' to teach students about the concept of social attention."

People often ask us for examples of how attribution should be made; several are offered below so that you get the basics of what to include. Find more information about attribution in 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 adulthood. Learn more at 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."

- ✓ “Superflex® is a superhero Social Thinking® curriculum created by Michelle Garcia Winner and Stephanie Madrigal (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).”
- ✓ “Michelle Garcia Winner (2000) created the ILAUGH Model of Social Cognition 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).”
- ✓ “Thinking with your eyes, a concept that’s part of the larger Social Thinking® Vocabulary created by Michelle Garcia Winner (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), that helps students....”

In a footnote or a bibliography or reference list, include the title of the work, author’s name, date of publication, publisher, and website URL if material was referenced online.

How do I give proper attribution in a video I plan to post on YouTube, Facebook, my website, etc.?

First, be sure the video you’re posting is on a **private channel only** that the public cannot access so it doesn’t violate our copyright or trademarks. Most works utilizing any aspect of the Social Thinking Methodology created by people outside the company are derivative products and are not allowed on YouTube or other public sites, including your own website.

If the video is posted on a private channel, then proper attribution needs to be included in the beginning of the video (not the end) AND be included in the written description of the video on YouTube or another online but private site.

How do I reference a book or product that is part of the Social Thinking Methodology?

Most academic writing follows the APA (American Psychological Association) style. You can find helpful information on how to include citations and references at the APA website: www.apastyle.org. If you are writing according to the *Chicago Manual of Style*, find their style guide for citations and references at www.chicagomanualofstyle.org.

What about attribution on webpages? Is it different?

Yes, since webpages can be accessed independently. If you are mentioning Social Thinking or any part of the Methodology (e.g., ILAUGH, Social Behavior Mapping, Social Thinking Vocabulary, We Thinkers, Superflex, etc.), proper attribution needs to be established on every page where it's being mentioned.

Posting Materials, Adaptations, or Derivatives of any part of the Social Thinking Methodology to YouTube, Teachers Pay Teachers, Facebook, Pinterest, etc.

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. But, **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. And, it doesn't matter if you're offering your work for 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.

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. 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!

[Can I post materials I've created on Social Thinking/Superflex/We Thinkers/Zones of Regulation, etc. and sell them on TeachersPayTeachers.com?](#)

No. That's copyright infringement. The work you create that is based on or is an adaptation of something that already exists within the Social Thinking Methodology (for instance, that uses our Superflex, Unthinkable or Thinkable characters, our Social Thinking Vocabulary, our teaching frameworks, etc.) is a "derivative work" even if it includes your own ideas. Creating a derivative and distributing it is an exclusive right belonging to TSP. Thus, you cannot post on these sites even if offering your product for free. If you create a brand-new approach that is based on Social Thinking, Superflex, Zones, etc., it's still a derivative, since it's based on Social Thinking!

[Can I post materials I've created based on Social Thinking/Superflex/We Thinkers/Zones of Regulation, etc. and post them free on YouTube, Pinterest, Facebook, etc.?](#)

No. That's still copyright infringement. Creating a derivative and distributing it, even for free, are exclusive rights belonging to TSP. Please note, we are actively monitoring this and filing take-down notices for these products.

[Can I do a "read aloud" video of a Social Thinking storybook and post it on YouTube or online?](#)

No. That is performing our work, which is a copyright violation. It's permitted to do this in your own classroom or clinic work, or on a private password-protected channel, but it's not permitted to share this in public forums of any type, and we are actively monitoring this and filing take-down notices for these products.

[Can I create my own original songs about Superflex, the Unthinkables or Thinkables, or any other concepts or character\(s\) owned by Social Thinking and post it to YouTube or anywhere else online?](#)

No. It's permitted to share your work in your classroom or clinic session at the place of your employment, but you cross the line into copyright infringement when you post it to the Internet or share it in any public forum. Your song is a derivative work, and you are performing that work for the public. You can, however, post it on your private Internet channel if it is private and there is no public access and it is only available for use by your students.

[Can I post online or on YouTube video skits of my students demonstrating/using Social Thinking concepts or materials?](#)

Generally, no. You can post it only on a private network within your place of employment—and in the very few circumstances when it is allowed, proper attribution needs to be included in the video AND in the YouTube video description.

Do I need permission to use Zones graphics in my own lessons or worksheets?

No, if the materials you've created are being used only with your own students in your classroom or clinic. Yes, you do need permission if you intend to share these materials with others in any way (Internet, YouTube, email, photocopies, in a book or article you're writing, etc.).

Why are there all these restrictions on what I can do with your materials? I just want to help others!

Our community is made up of very creative people who do great work using the materials we've created. Some of these people have wonderful ideas about how to adapt our materials and make them even better. We love that and welcome these ideas! Yet, the majority of these people never stop to think about, or learn about, copyright and trademark as they pertain to using the works of others. It's not exactly the most interesting topic, but it is an essential one to know about whenever you teach someone else's work.

Our company, Think Social Publishing, Inc. (aka Social Thinking), has a mission of sharing with the public the material we continue to evolve and create to foster development of social competencies in all people. People all around the world thank us for our generosity in how much information we share both for free and for sale. Continuing with this mission is dependent on the public understanding what material we own, how they can use it, and the limitations they have on sharing it outside of how it was intended (the readers' use within a home, clinic, or educational institution or work environment). People at times struggle to understand the need for us to put limitations on sharing our copyrighted and trademarked works until they create their own educational ideas. Then they begin to understand that it is important for the user of one's own created work to give attribution to the original author and to not believe they own the copyright when their ideas were directly inspired by another's copyrighted/trademarked work.

We also find troubling, as more and more people are using Social Thinking, Superflex, We Thinkers, Social Behavior Maps, Zones of Regulation, etc., that they are taking shortcuts in teaching, explaining the concepts, and using the materials incorrectly with students—or are teaching a watered-down version of the Social Thinking Methodology, yet representing it as our methodology. To this end, we at TSP have been adding Teaching Fidelity pages to our

books that outline with whom to use our materials and how much time should be spent teaching the sections/chapters, Learning Pathway pages to show the sequence for using our different materials, as well as teacher assessment rubrics. Moreover, we are making a great effort to inform our community, through our intellectual property documents and this webpage, about what they can and cannot do with our materials.

We're deeply concerned about teaching fidelity and doing our best to make sure the materials we've spent decades creating are being properly taught and used. It is possible in some circumstances to do harm to a student/client/individual if the work is not taught as intended.

[Is there any way I can share the Social Thinking works I've created with others?](#)

Yes! Here are two ways.

If you've created a cool way of using our materials, consider presenting it at our Annual Global Social Thinking Providers Conference, held each June in the San Francisco Bay Area. This is a terrific opportunity to present your work to your peers and to us at Social Thinking.

If your ideas are in a book, booklet, game, or other composed "product" format, submit it to us for publication! Email us for our Submission Guidelines to get started.

Obtaining Permission & Licenses

[What happens if I've done something I shouldn't or violated your trademarks or copyrights unintentionally?](#)

We request you remedy the situation immediately. It will save you and us the headache of our directing you to take it down. If we find your work on YouTube or Teachers Pay Teachers, we'll file take-down notices for your materials to be removed.

If we find the source of the trademark or copyright infringement to be on your website or through a direct service you offer, we'll send a friendly email to let you know you're doing something you shouldn't and tell you how to correct it. We're reasonable and understand that most people are acting in good faith. We'll give you a few weeks to correct that situation (if possible) or remove the work. We do check to make sure you take the correct action!

[Who do I contact with questions about using Social Thinking materials and/or permissions?](#)

First, please read the information we have available before contacting us. The majority of questions can be answered by reading the information on this webpage. Otherwise, send an



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email to info@socialthinking.com with “IP Question” in the subject line, and it will be routed to the appropriate person for a response. Since we receive so many inquiries on a daily basis, we prefer to receive your questions in writing to document your request and our response.