

Sharing the Gospel: Policies and Procedures for Allowing Others to Use Church Materials

IP Managers Meeting
May 11, 2012



Using Church-owned Materials – A Partnership





Permission to use Church-owned materials may be granted only under the direction of the Office of the First Presidency.

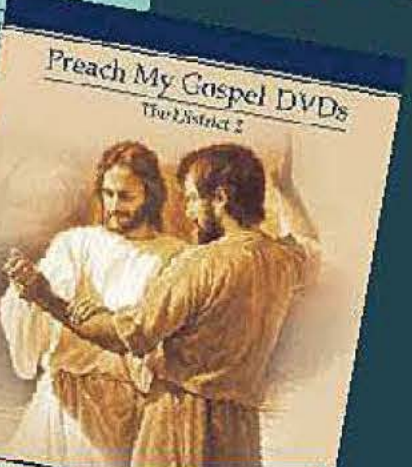
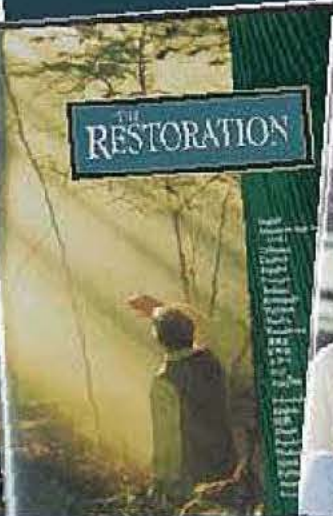
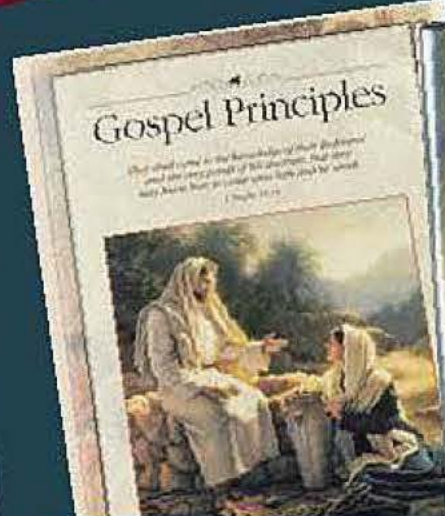
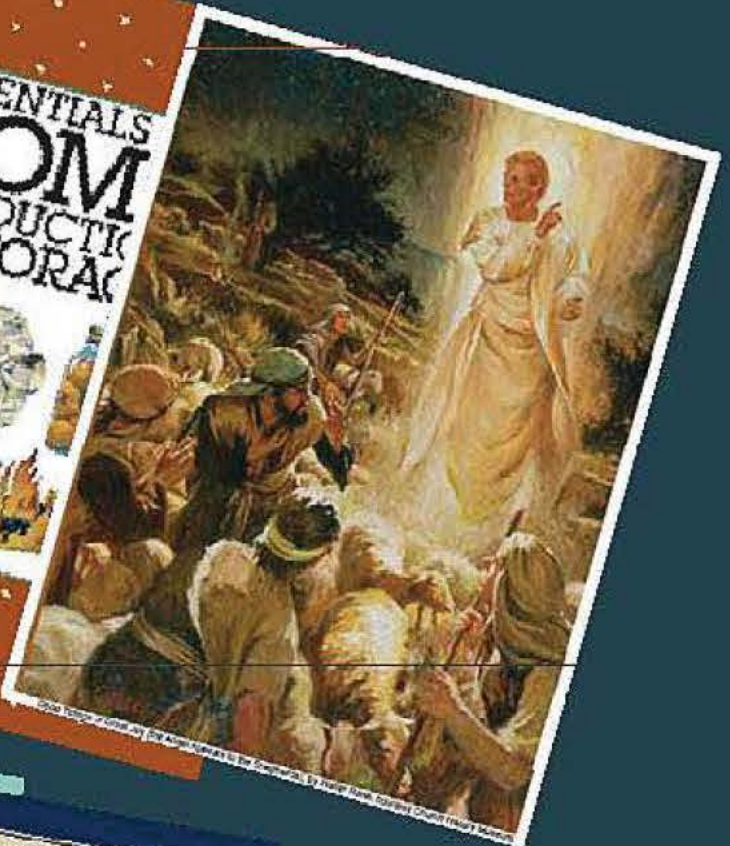
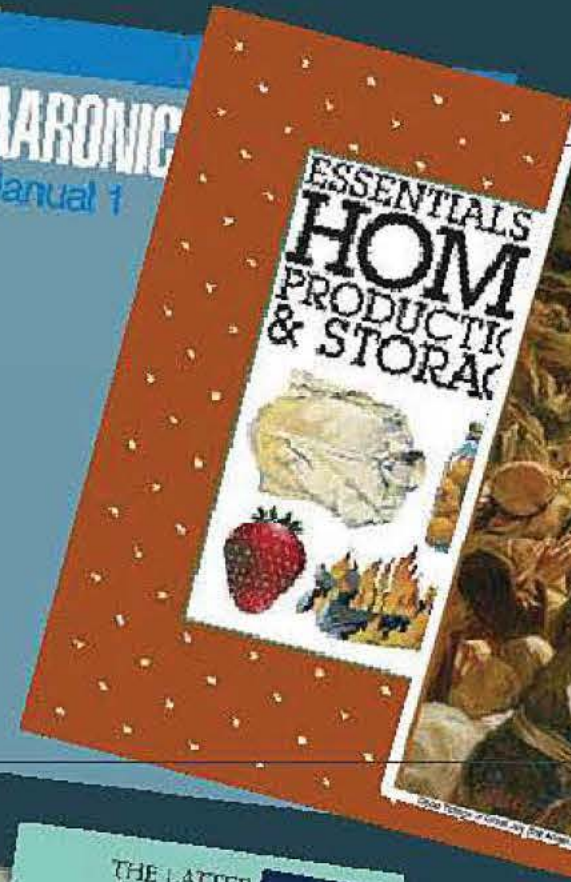
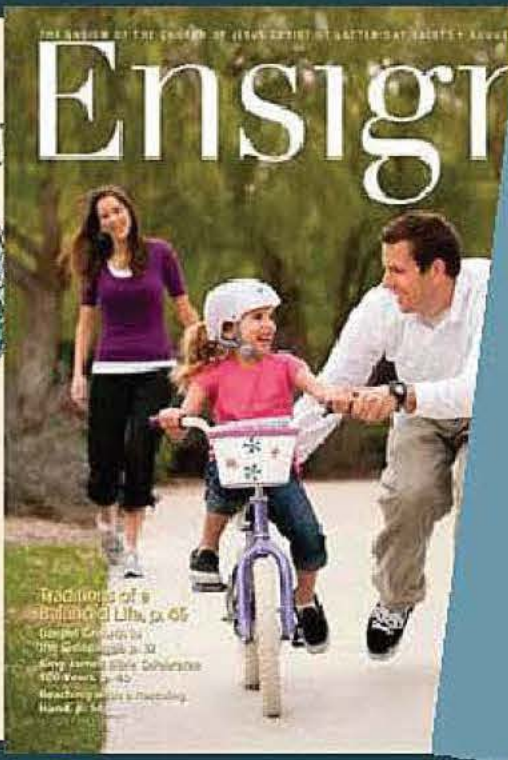
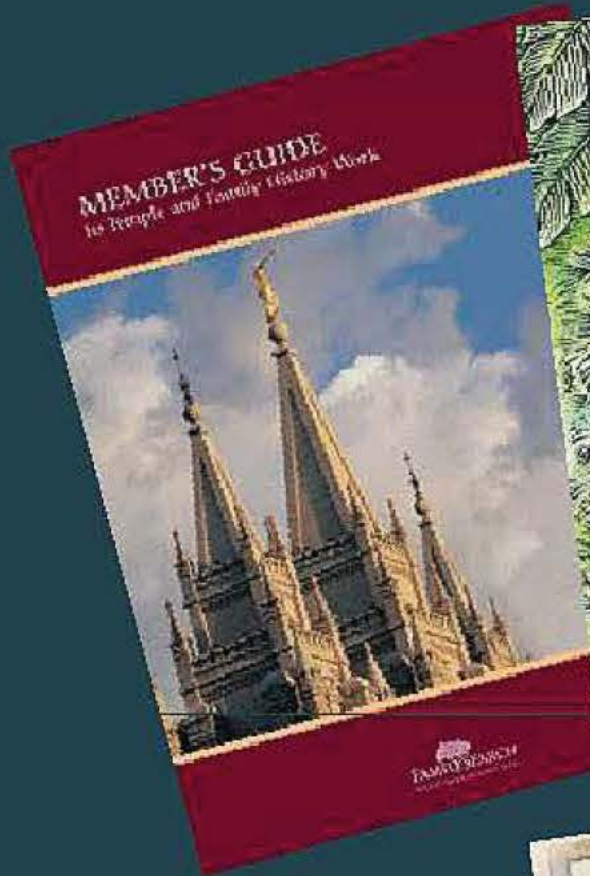
Intellectual Property Division
Intellectual Reserve, Inc.
Director
Berne S. Broadbent

Intellectual Property Office
Manager
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Intellectual Property
Paralegals
Church Service
Missionaries
Certification
Permissions
Documentation
Training/Support

The First Presidency has delegated to the Intellectual Property Division the responsibility to receive, coordinate, and grant or deny requests for permission to use Church materials.

Requests to Use Church-owned Materials

COPYRIGHTED MATERIALS



THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS

Early 1830 Revelation

Wherefore, be diligent in securing the copyright of my work upon all the face of the earth of which is known by you . . . that the faithful and the righteous may retain the temporal blessing as well as the spiritual and also that my work be not destroyed

- *The Joseph Smith Papers, Revelations and Translations: Manuscript Revelation Books (2009), p. 33.*

“Essential” Church Materials

- Scriptures (in all formats)
- Proclamations
- Conference Reports
- Church Magazines
- Handbooks
- Translation Aids

The Intellectual Property Division is charged to protect the Church's "most essential materials to the maximum degree the law allows."

Permission to Use Copyrighted Materials: “Rights and Use Information”

The screenshot shows the top navigation bar of the LDS.org website. On the left is the church logo: "THE CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS". On the right are links for "Sign In", "Languages", "For News Media", and "CHURCH WEBSITES". Below this is a secondary navigation bar with "Menu", "Tools", and a search box labeled "Search all LDS.org".

The main content area has a breadcrumb trail: "HOME / LEGAL / TERMS OF USE". The title of the page is "Rights and Use Information (Updated 2/21/2012)".

The main text begins with: "By using this site, you agree to the conditions indicated below. If you disagree with any of the conditions, do not use this site. We reserve the right to change these conditions at any time, so please check for changes to these terms each time you use the site. Your continued use of the site following the posting of changes to these conditions means that you accept those changes."

Below this is a section titled "Licenses and Restrictions" which starts with: "This site is owned and operated by Corporation of the President of The Church of Jesus Christ of Latter-day Saints. All material found at this site (including visuals, text, icons, displays, databases, media, and general information) is owned or licensed by us. You may view,"

On the right side of the page, there are "Print" and "Share" buttons.

Permission to Use Copyrighted Materials: Guiding Principles

The proposed use:

- Is respectful and does not degrade, defame, discredit or debase the Church
- Does not disclose Confidential Information
- Is in harmony with the teachings and purposes of the Church
- Does not imply approval or endorsement by the Church
- Does not focus on, nor attempt to replace, official Church curricula, programs, or activities

Permission to Use Copyrighted Materials: Other Considerations

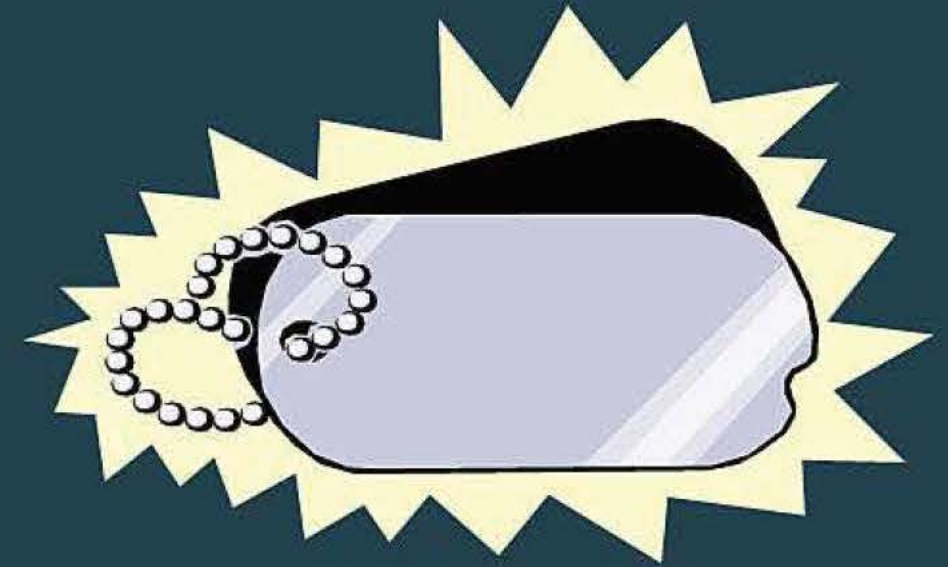
- Add original value
- Avoid “repackaging”
- Avoid “proof texting”
- Avoid “commercialization”
- No implied Church sponsorship or endorsement
 - Avoid official sounding names
 - Consider a disclaimer

Requests to Use Church-owned Materials

CHURCH TRADEMARKS AND IDENTIFIERS

A Trademark is an Identity

Just as your own name identifies and distinguishes you, the purpose of a trademark is to identify the source of a product and to distinguish that product from other products.



Trademark Infringement

Unauthorized use of a trademark that is likely to confuse the public as to the **source, origin, or sponsorship** of a product or service

Examples of Church Identifiers

THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS



Ensign



NewEra



LDS Family SERVICES

THE Friend



FAMILYSEARCH



LDS Philanthropies

“Key Identifiers”

- The Church of Jesus Christ of Latter-day Saints

THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS

- Book of Mormon
- Mormon
- Liahona

Permission to Use Trademarks and Identifiers: General Principles

- Only granted on case-by-case basis
- Does not confuse the public as to source, sponsorship, or endorsement
- Subject to a written license agreement
- Licensing “Key Identifiers” is prohibited without the approval of The First Presidency

Requests to Use Church-owned Materials

MEMBERSHIP INFORMATION

Permission to Use Membership Information: General Principles

- Almost never approved
- Does not violate the privacy rights of members
- Subject to written data sharing agreement