

Procedure 8.15 (was 8.14)

IRI approval and licensing for Imago programs and products created by members, intended for promotion or publication by IRI

1. Introduction

As Imago develops, our vision is to create a broad online library of Imago programs and products, to serve individuals and couples. These will help us provide programs which are better matched to the needs of the people we aim to serve.

Many of the core programs will be produced by IRI, with the help of volunteer Task Forces.

We are excited that many Imago therapists and educators also wish to create new Imago programs, and make them available to the whole community, by asking IRI to promote or publish them. We would like to work together with you to co-create a broad range of program, which can be made available.

New Imago programs which IRI publishes or promotes build on the Imago material written by Harville Hendrix and Helen LaKelly Hunt, and incorporate this Imago owned material or variations upon it. One way we can work with you to co-create a broad range of programs is by making this material available to you, in a way that supports your creativity, whilst also been legally clear.

These guidelines provide a process by which, if you wish, you can be granted a license to use Imago material in the programs you create, or those you created in the past. It also enables us to work with you, to help you refine your program to meet the needs of the community, and to make it more widely available.

Please note that where programs are primarily based on the work of Harville Hendrix and Helen LaKelly Hunt, they remain the owners of their own work. Therefore for simplicity, we suggest that as part of the license fee to include them as the copyright owner, and through the license grant you full rights your variations on their work.

In addition you may wish to use the “Imago” trademarks. This guideline outlines the procedures to receive permission to use the “Imago” trademarks in association with new programs.

This procedure fits in the context of our overall guidelines on the use of Imago copyrights and trademarks – which includes a discussion on how we aim to use them for the benefit of the whole community. Please take a moment to read the introduction to Procedure 5.3 which can be found at www.GettingTheLoveYouWant.com/policies

2. Categories of programs or products

Imago programs can be divided into two categories. The use of specific Imago materials or the Imago trademarks require permission from IRI, and the notes below outline how this permission can be obtained.

A. IRI created

These are programs where the copyright is owned by Harville Hendrix and Helen LaKelly Hunt, and the program is available through IRI. These programs may be developed through one of the following paths:

- a. Written solely by Hendrix/Hunt
- b. Written by an IRI led Task Force, under the direction of the Programs Committee. Task Force members will be listed as authors.

B. Member developed, incorporating Hendrix/Hunt owned material

These are programs developed by IRI members, but which build on the original Imago material and/or use the Imago trademarks. In order for IRI to publish or promote them, these programs would be licensed to use the Imago trademark and to incorporate Imago owned material.

3. General Considerations for licensing

The following criteria will help guide decisions to license Imago programs

A. Program developer is in a clear relationship with IRI

The licensing program is intended for active members of IRI, who have a signed membership agreement with the organization. If no agreement can be found, the program developer may be asked to sign the appropriate new agreement(s) eg: certification, workshop presenter, educator etc:

B. Program is not similar to an existing or currently planned IRI program

The intention of the licensing program is to extend the range of Imago programs that IRI makes available to the public, and not to provide alternatives to existing or planned range of IRI programs. Where a member has already developed a new program which is in a direction where IRI feels it is important for IRI to have a program available, we will dialogue about working together on a licensing structure which can make the program available to everyone in the Imago community.

If you are setting out to create a new program, we recommend contacting the Programs Committee, to see if this is a program they are likely to license, or one that they would prefer to form a Task Force to create.

C. Use of the Imago logo and trademark is clear and appropriate

The Imago trademark and logo belongs to Harville Hendrix and Helen LaKelly Hunt and is used to identify products and programs from IRI.

If we provide you with a license, this may include use the Imago trademark on your program, subject to the conditions of the license.

D. If you don't want IRI's approval or license

There are many legitimate situations in which you can produce a program or product inspired by Imago which does not require a license.

If you are producing a program based on original Imago material, we recommend you seek your own legal counsel.

If you are just working with your own clients using a collection of materials you have put together, we would not consider this as a product or program. This situation lies outside of this document – please refer instead to our Q&A-Procedure 5.3

If in doubt – we are happy to review your program, in order to suggest how we might work together to support your work.

4. Guidelines on the use of the Imago trademark on licensed programs

When we license a program, we may permit the use of Imago trademark subject to guidelines which ensure it is used in a way that does not create confusion.. The particular use of the Imago trademarks must be in writing.

General Tips:

Unless the materials are owned by IRI, the trademarks should not be used in a way which implies that IRI produced or published the materials.

There is a clear distinction between using the logo to show that you are associated with and supported by IRI, and using it in a way which implies that the program is published or owned by IRI.

Typically prominent logo locations – such as the corners or edges of packaging imply that the product is published by the organization which owns the logo.

When using logo on licensed material you should use it in a position which is subordinate to your own personal branding. On licensed materials the logo

should be accompanied by the words “Approved by Imago Relationships International”.

5. Procedure to apply for a license

To apply for a license for an existing program, please submit the materials together with the form A at the end of this document.

If you are considering developing a program, and wish to explore whether a license is likely to be granted, please use form B at the end of this document. Please understand that our response may be that we would prefer to involve you in a Task Force that develops a similar program for IRI to make available to the whole community.

The approval process is outlined below:

1. Review by the Programs Committee

The programs committee will review how the program fits in with other Imago programs, and whether it is appropriate to license it for your use with clients, or for sale to other therapists, or whether it does not wish to license the program.

2. Review by the Professional Training and Standards Committee

The PTSC will provide a technical review, to ensure that Imago theory is clearly and accurately presented. If they have concerns that new theory is presented as Imago, they will refer these theoretical questions to the faculty.

3. Approval by the Standards Committee

The license will be issued by the Standards Committee based on recommendations from the Programs and PTSC committees. The Standards committee may ask Programs and PTSC to reconsider if they have concerns about any of their conclusions.

This process is likely to take between 3 to 6 months. Please note that acceptance for review does not guarantee that a license will be issued at the end of the process.

6. Flowchart and licensing rights summary

1. Read this document carefully.
2. Contact us with questions about our licensing program. You should seek your own legal counsel for advice on whether you require a license to Imago material you are using.
3. Complete form A or B as appropriate

4. Submit the form to the Executive Director of Imago Relationships International, together with the materials (form A)
5. IRI submits materials to:
 - a. IP license committee
 - b. Programs committee
 - c. Professional Training and Standards Committee
6. Discussion about issues
7. Agreeing to license terms and signing agreement
 - a. All Imago copyrights and trademarks are owned by Harville Hendrix and Helen LaKelly Hunt
 - b. Imago Relationships International is a licensee of Harville Hendrix and Helen LaKelly Hunt and can make sublicenses
 - c. Sublicensed materials must show Harville Hendrix and Helen LaKelly Hunt as copyright owner of Imago material.
 - d. The license will grant the author of the new program the rights to use the copyrighted Imago material in their program.

Form A – License application for existing programs

Please submit your program with the attached form. Email is preferred to TimAtkinson@ImagoRelationships.org Or mail to Tim Atkinson, Imago Relationships International, 160 Broadway, Suite 1001, East Building, New York, NY, 10038

Program name:	
Author:	
Date this form last revised	
Notes on last revision.	
Date first sold	
Form: workbook, CD etc	
Description - length etc:	
Is the license for personal use – or for sale to others?	
Intended Pricing	
Target audience – who will buy the program?	
How is the program marketed? How will people who purchase materials hear about the program?	
How many people have taken the program to date?	
In your opinion, is this primarily a variation on existing Imago material, or is it primarily new material	
Comment on the use of original Imago material in this program and nature of new material added. Is any of the non-Imago material covered by third party copyrights?	
Do you wish to use the Imago trademark in the materials?	
What other Imago	

programs are you aware of which are similar to this? How is yours different?	
In section 2, do you feel your program is most suited to category A or B	
What involvement would you like from IRI? Eg: Promotional, sales through IRI?	
Who will be listed as the author?	
What will be the copyright designation?	

Form B – License inquiry for new programs

Please submit the attached form. Email is preferred to
TimAtkinson@ImagoRelationships.org Or mail to Tim Atkinson, Imago Relationships
International, 160 Broadway, Suite 1001, East Building, New York, NY, 10038

Program name:	
Author:	
Form: workbook, CD etc	
Description - length etc:	
Is the license for personal use – or for sale to others?	
Planned Pricing	
Target audience	
How is the program to be marketed?	
In your opinion, will this be primarily a variation on existing Imago material, or is it primarily new material	
Comment on the use of original Imago material in the program and nature of new material to be added.	
Comment on the desired use of Imago trademark in the materials	
What other Imago programs are you aware of which are similar to this? How is yours different?	
Timescale for production	
Plans for market launch, including pilot testing and evaluations	
In section 2, do you feel your program is most suited to category A or B	