





Trademark Guidelines

1.

- LEGO® IP rights

The LEGO Group owns all rights and intellectual property rights in and to the LEGO® SERIOUS PLAY® methodology as well as LEGO® SERIOUS PLAY® materials, including, without limitation, the following:

- The trademarks LEGO® SERIOUS PLAY® and SERIOUS PLAY®

- The trademark IMAGINOPEDIA™

- The copyrighted LEGO materials for Real Time Strategy and Real Time Identity

- The copyrighted IMAGINOPEDIA™ guide books

- The copyrighted Facilitator Manual(s)*

- The copyrighted Window workshop materials

- The copyrighted LEGO® SERIOUS PLAY® marketing materials





Trademark Guidelines

2.

- how to inform about having received training



- Certified facilitators of LEGO® SERIOUS PLAY® method and materials may place this recognition on their own websites and other visual media as part of their marketing efforts.

 **SERIOUSPLAY®**
Certified Partner



Incorrect

LEGO® SERIOUS PLAY®
Trained LSP facilitator



Incorrect

(Name), Certified facilitator
of **LEGO® SERIOUS PLAY®**
method and materials



Correct



Trademark Guidelines

3.

- how to inform about LSP related offerings

- The LEGO Group is not in a position to influence or guarantee the content or quality of workshops or experiences offered by management consultants/facilitators to their clients under the use of the LEGO® SERIOUS PLAY® methodology and materials. Such offerings must therefore not be marketed or labelled as LEGO® SERIOUS PLAY® workshops or experiences originated from or otherwise sponsored, endorsed or sanctioned by the LEGO Group.
- The LEGO logo, the LEGO® SERIOUS PLAY® logo and the LEGO® minifigure itself may not be used as part of facilitators' visual marketing or offering. The logo/business sign of the facilitator may not feature LEGO bricks or minifigures.
- No LEGO trademark or name may be used on facilitators' stationary, business cards, websites, social media platforms or other corporate identity indicators.
- Management consultants/facilitators may offer their services to end clients in their visual marketing, online or otherwise, under their own brand. Such offerings must be labeled in a way which clearly is not a copy of the wording and definitions used in the materials to which the LEGO Group holds the proprietary rights.





Trademark Guidelines

4.

- do's and don'ts

The offering and marketing may make descriptive reference to the use of LEGO® SERIOUS PLAY® materials and methodology.

- **Example:** a consultancy firm may market its services as follows:

"Better Process Consultancy offers Participatory Strategic Development Workshop using the LEGO® SERIOUS PLAY® materials and methodology".



Correct

- **Example:** a consultancy firm may market its services as follows:

"Great Training Company offers "Facilitator Training Workshop in the use of LEGO® SERIOUS PLAY® materials and methodology".



Correct

- **Example:** a consultancy firm may not market its services as follows:

"Great Training Company offers LEGO® SERIOUS PLAY® training" or "Better Process Consultancy offers LEGO® SERIOUS PLAY® Workshop".



Incorrect



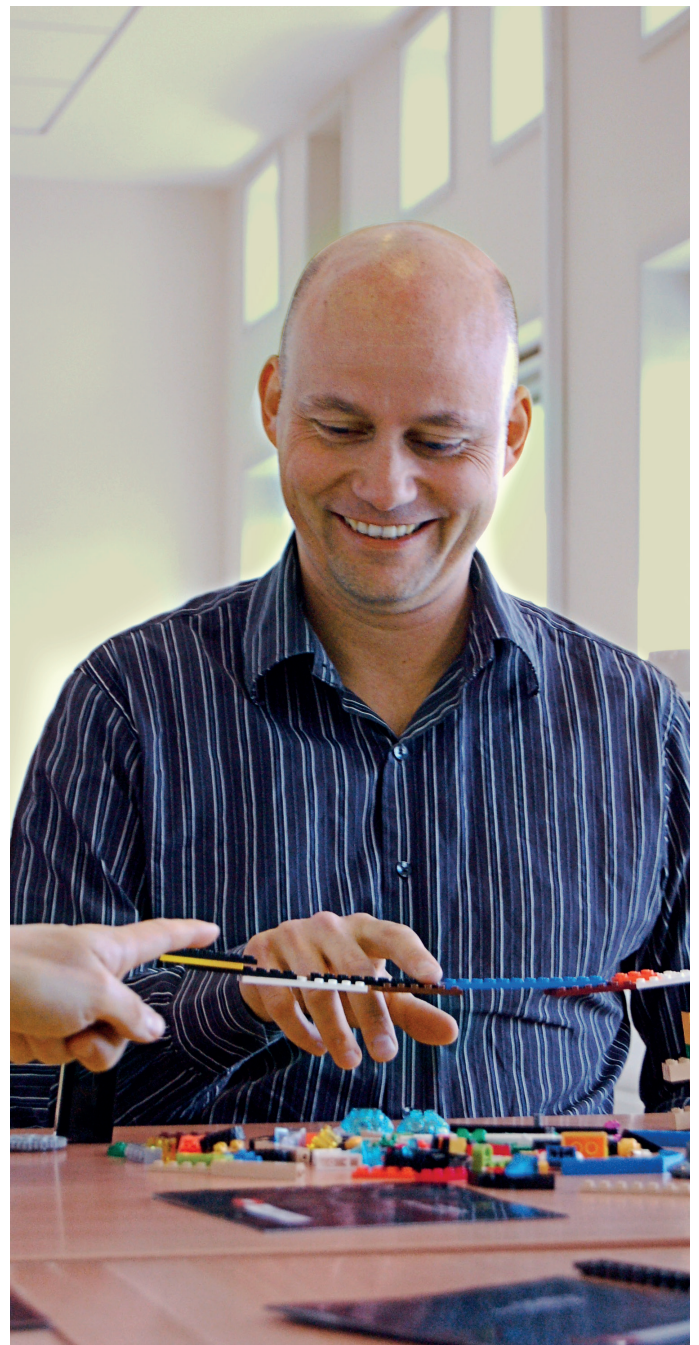


Trademark Guidelines

5.

- how to use photo material in visual marketing, certificates, online or otherwise

- The photo material can include training sessions with the use of LEGO bricks and elements but without detailed focus on the LEGO products.
- Iconic and/or emphasized use of the LEGO® minifigures and/or the LEGO bricks/knobs is not allowed.
- The illustrations set forth in the Trademark Guidelines are examples of acceptable use of photos recorded during training.
- Photos may not feature the LEGO® logo or the LEGO® SERIOUS PLAY® logo.





Trademark Guidelines

6.

- general trademark guidelines

When management consultants/facilitators make reference to trademarks contained in LEGO® SERIOUS PLAY® Materials (the “Trademarks”), to which the LEGO Group holds all proprietary rights, the following guidelines apply:

- The Trademark must always be written in capital letters.
- The LEGO name is always spelled in all capital letters and the bricks (and/or elements) must always be referred to as “LEGO bricks” (or “LEGO elements”) – never “LEGOs” or “legos”.
- LEGO® SERIOUS PLAY® should always be followed by a descriptive word; for example a noun (LEGO® SERIOUS PLAY® concept, or LEGO® SERIOUS PLAY® methodology).
- The first time the Trademarks appear in a headline and in the following text, they should be accompanied by the relevant symbol: the LEGO trademark and SERIOUS PLAY by the ®symbol and IMAGINOPEDIA by the ™symbol. Thereafter, the symbols need not to be used more on the same page, or in the same chapter.
- The facilitators’ own name/trademark must be spatially separated from the Trademark used on the page.
- The facilitators’ own name/trademark must appear in significantly larger type than the Trademarks.
- Facilitators may not set any of the Trademarks in a special typeface or lettering so that the word takes on the appearance of a new logo or design.
- The following disclaimer must appear in the close proximity to the Trademarks: **“LEGO, SERIOUS PLAY, IMAGINOPEDIA, the Minifigure and the Brick and Knob configurations are trademarks of the LEGO Group, which does not sponsor, authorize or endorse this website”.**
- The following copyright text must always be applied in close proximity to, for example, extracts from the LEGO® SERIOUS PLAY® concept, which are incorporated into the facilitators’ own materials: “© [insert present year] The LEGO Group”.



Trademark Guidelines/