

# Guidelines for Third Party Use and Licensing of Church Trademarks and Copyrights

## GOVERNING PRINCIPLES

The Church of Jesus Christ of Latter-day Saints (the “Church”) maintains trademarks and copyrights to enable Church members and others to identify and recognize materials published by the Church and distinguish such materials from those published by other sources. Church trademarks and copyrights are held and managed by Intellectual Reserve, Inc.

*As established by the First Presidency of the Church, “permission for third parties to use Church-owned materials in print, video, electronic, or any other format may be granted only under the direction of the Office of the First Presidency, which has delegated this responsibility to the Correlation Intellectual Property Division.” (First Presidency Letter, 14 November 2014)*

The following guidelines are intended to inform and direct third parties seeking to use Church-owned materials or intellectual property as they develop, distribute, or make available to the public any Church related offerings or products, whether in print, video, electronic, or other format.

Third parties seeking to use Church-owned materials or intellectual property should request a simple license authorizing use through the Church’s permissions portal at [Permissions.ChurchofJesusChrist.org](https://www.ChurchofJesusChrist.org/permissions). Third party offerings or products should meet the following criteria:

- They are respectful and do not degrade, defame, discredit, or debase the Church.
- They do not disclose confidential information.
- They are in harmony with the teachings and purposes of the Church.
- There is no implication of approval or endorsement by the Church.
- They do not focus on, nor attempt to replace, official Church curricula, programs, or activities.

## TRADEMARKS

Trademarks of the Church are words, designs, symbols, sounds, or pictures that uniquely identify the Church, its products, or services and that are necessary in carrying out the mission of the Church worldwide. It is essential to the mission of the Church to maintain complete and exclusive ownership of Church trademarks. Third parties wishing to use Church trademarks should take the following into consideration:

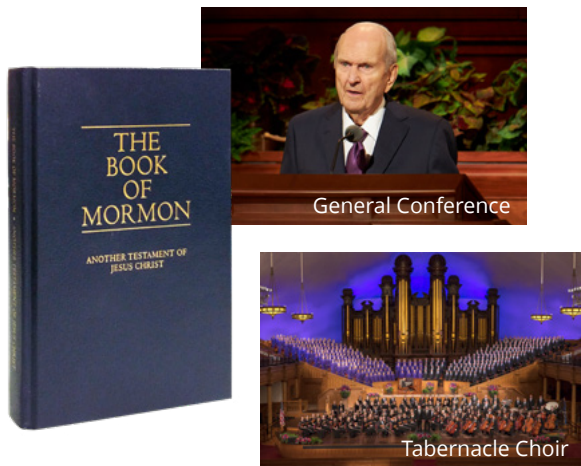
- Key Church trademarks are generally only approved for use on or in connection with materials produced or offered by the Church itself.
- Requests to use Church trademarks in a primary branding capacity by outside individuals or organizations are rarely approved.
- Third parties should be careful to not imitate Church trademarks and related branding.
- If or when Church trademarks are licensed, they are governed by a license contract.
- The Church often requires disclaimers to be used in association with Church trademarks, depending on the intended use of the same.
- The payment of royalties by those using Church trademarks should be anticipated.



## COPYRIGHTS

The Church itself creates materials based on initiatives and objectives set by presiding Church leadership. Contracts with various organizations and individuals are also utilized to create copyrighted materials, which similarly support these initiatives and objectives. Third parties wishing to use copyrighted Church materials should take the following into consideration:

- In some cases, the Church does not acquire all rights necessary to grant permission to third parties to use these materials and requests for use of the content must be declined.
- The Church often requires disclaimers to be used in association with copyrighted content, depending on the intended use of the same.
- For those using Church copyrighted materials in any commercial context, the payment of royalties should be expected.
- Use restrictions and limitations may apply (i.e. term limits, quality standards, review of final materials, etc.).



## USING CHURCH INTELLECTUAL PROPERTY IN CHURCH CALLINGS

Use of Church trademarks by wards and stakes is generally discouraged. Instruction is provided in 38.8.8 of *General Handbook: Serving in the Church of Jesus Christ of Latter-day Saints*. Much of the Church's copyrighted materials are available to members of the Church for use in their ward and stake callings. Resources like the Gospel Media Library, Church magazines, and the Gospel Library App are designed with ward and stake use in mind. Materials available for download from the Gospel Media Library are approved for broad use within callings. Some exceptions exist and are noted in the [Terms of Use](#) available at [ChurchofJesusChrist.org](http://ChurchofJesusChrist.org).

Any questions regarding Church intellectual property should be resolved prior to third-party use. All related inquiries should be directed to the Church's Intellectual Property Division at [cor-intellectualproperty@ChurchofJesusChrist.org](mailto:cor-intellectualproperty@ChurchofJesusChrist.org).

## GETTING STARTED

Visit [permissions.ChurchofJesusChrist.org](http://permissions.ChurchofJesusChrist.org)

