

Policy on the Use of *FIRST*® Trademarks and Copyrighted Materials
(including *FIRST* and The LEGO Group Intellectual Property)

Intent of the Policy.

The United States Foundation for Inspiration and Recognition of Science and Technology ("*FIRST*"®) and The LEGO Group ("LEGO") own valuable assets in the form of trademarks and copyrights. *FIRST* and LEGO are legally entitled to restrict any unauthorized or commercial use of these assets. Furthermore, as a 501(c)(3) nonprofit corporation, *FIRST* is required by corporate and tax law to limit the commercial use of its intellectual property. Recognizing their joint interest in allowing FLL®, Jr.FLL®, and other *FIRST* teams and supporting organizations to promote their activities, *FIRST* and LEGO have developed this policy to permit limited non-commercial use of their trademarks and copyrighted materials.

I. WHAT Intellectual Property Does This Policy Cover?

This Policy covers trademarks and copyrighted materials that are jointly or separately owned by *FIRST* and LEGO (the "*FIRST and LEGO Intellectual Property*").

A. Trademarks. The names and logos that identify our games and products are categorized as:

Word Marks: text only, such as "*FIRST*" and "LEGO";

Logos: graphics that identify *FIRST* or LEGO, such as the *FIRST* interlocked triangle-circle-square;

Other Trademarks: symbols or other representations of a company or brand, such as the LEGO Minifigure.

The *FIRST* and LEGO trademarks are listed on Attachment A, organized as follows:

- (1) ***FIRST* Word Marks and Logos;**
- (2) **Joint *FIRST* and LEGO Word Marks and Logos; and**
- (3) **LEGO Word Marks, Logos, and Other Trademarks.**

B. Copyrights. The copyrighted materials are too numerous to specifically list. They include all written materials, designs, software, web information and all content related to our games and products such as game designs, field designs, rules, handbooks, and any other written, artistic, musical, software, and visual materials (the "Copyrighted" material).

- (1) ***FIRST* Copyrights** includes all Copyrighted material related to *FIRST* programs and games, such as FRC and FTC games, rules, Coaches Handbooks, forms, promotional materials, and website content.
- (2) **Joint *FIRST* and LEGO Copyrights** includes all Copyrighted materials related to the joint *FIRST* and LEGO programs, such as the FLL and Jr.FLL games, rules, Coaches Handbooks, forms, promotional materials, and website content.

(3) **LEGO Copyrights** includes all documentation for LEGO® and LEGO® MINDSTORMS® products, photographs and other graphic images, instructions and supplemental materials, software, promotional and advertising materials, product packaging, and all internet content, all of which are covered by copyright regardless of format, whether printed, electronic or other.

II. WHO May Use These Trademarks and Copyrighted Materials

No one is permitted to use any of the ***FIRST and LEGO Intellectual Property*** for any purpose unless they satisfy the requirements below, or obtain a written licensing agreement in advance from *FIRST*. *FIRST* does not generally license use of the ***FIRST and LEGO Intellectual Property*** in connection with any paid or unpaid advertising or by a commercial entity for commercial purposes.

Even those who are authorized users must comply with the terms of use (Section III below), and certain authorized users, as noted below, must post the necessary disclaimers (see Section IV below). Further, the Trademarks with logos are not available for use by anyone other than by currently registered *FIRST* Teams to identify their own Teams and activities, by *FIRST* Committees and Partners, or by separate written agreement with *FIRST*. In addition, *FIRST* and LEGO have the right, in their sole discretion, to limit or terminate the use of their trademarks and copyrighted materials at any time.

1. Currently registered *FIRST* teams and *FIRST* participants may use the ***FIRST and the Joint FIRST and LEGO Trademarks*** (word marks and logos), and the LEGO word marks, **in a way** that relates to their *FIRST* team names and activities (e.g. the “FRC® Wonderbots” or the “FLL® Rocket Kids.” They do not have to obtain advance permission, use Disclaimers, or provide advance notice to *FIRST*.
2. Registered *FIRST* teams or *FIRST* participants (i.e., non-profit entities) may use the ***FIRST and the Joint FIRST and LEGO Trademarks*** (word marks, not the logos) and the LEGO word marks, **and Copyrighted Material** to conduct activities related to a *FIRST* program (e.g., an FRC team teaching skills to an FLL or Jr.FLL team) as long as they use the revenue to underwrite their cost of participation in *FIRST* programs and use the Disclaimers. They do not have to obtain advance permission or provide advance notice to *FIRST*, but as noted, they are not permitted to use the logos.

Explanatory Note: This means, for example, that an FRC team teaching an FLL camp (or an FTC camp, or an FRC camp) can use the terms FRC and FLL, as long as they comply with the requirements applicable to them in #2 above, and their descriptive and promotional materials say only something like:
“We are the FRC Sidewinders presenting a seminar for kids interested in learning FLL skills.”
They would **not** be permitted to use any *FIRST* logo and they would have to use the Disclaimers.

3. Nonprofit entities other than registered *FIRST* participants and teams are not permitted to use any ***FIRST and LEGO Intellectual Property*** unless they have written authorization from *FIRST* (coordinated by *FIRST* Marketing and Development) by which they agree to:
 - a. Use the funds generated to support nonprofit efforts and activities acceptable to *FIRST*;
 - b. Indemnify *FIRST* and LEGO for any and all claims and costs arising from the activity;
 - c. Use the Disclaimers (below);
 - d. Use only the ***FIRST and LEGO Intellectual Property*** that *FIRST* authorizes; and,
 - e. Be willing to abide by other provisions set forth by *FIRST* specific to the circumstances.

4. Commercial entities that are supporters of *FIRST* Teams or programs may use the ***FIRST and the Joint FIRST and LEGO Trademarks*** (word marks and logos) but not the LEGO Trademarks, and only to accurately identify them as supporters (**not** to promote or sell commercial goods or services) which they may do without notice to or permission from *FIRST* as long as they have permission from the *FIRST* Team or Program and it's clear from their use that they are doing so to show that they are a supporter of a *FIRST* Team or Program. The use of a disclaimer is not necessary and they are not authorized to use any of the Copyrighted material.

For example, a local pizzeria sponsoring an FLL Team, with the Team's permission, can place the FLL name and logo in its window with some notation that it is an FLL Team sponsor.

5. Operational Partners, Affiliate Partners, Tournament Partners, FRC Regional Committees (together "*FIRST* Committees and Partners"), are permitted to use the ***FIRST and LEGO Intellectual Property***, including the *FIRST* and LEGO logos, within the duration and conditions of their agreements with *FIRST*, without separate notice to *FIRST* or additional indemnification agreements, as long as:
- The funds generated are used to support *FIRST* Teams or Programs in accordance with their agreement.
 - The *FIRST* Committees and Partners' address appears in close proximity to its own name (to help further distinguish it as an entity separate from The LEGO Group and from *FIRST*).
 - The *FIRST* Committees and Partners are identified with a statement to the following effect: "This [insert name] FLL Tournament is organized by [name of *FIRST* Committee or Partner] under license from *FIRST* and The LEGO Group."
 - Regarding the Disclaimers, *FIRST* Committees and Partners are required to use the appropriate trademark and copyright attribution statement applicable to the situation, but because the activities and programs of the *FIRST* Committees and Partners are conducted with the express consent of *FIRST*, they should **not** use any disclaimer.

So, *FIRST* Committees and Partners would say:

FIRST[®], FIRST[®] Robotics Competition, FRC[®], FIRST[®] Tech Challenge, and FTC[®], are registered trademarks of FIRST[®] (www.usfirst.org)

and would say:

© 2010 The United States Foundation for Inspiration and Recognition of Science and Technology (FIRST[®]). Used by special permission. All rights reserved.

But would **not say**:

FIRST and LEGO are not overseeing, involved with, or responsible for this activity, product, or service.

6. **Commercial entities** are not permitted to use ***FIRST and LEGO Intellectual Property*** unless they have a prior written agreement with *FIRST* by which they agree to:
- Use the funds generated to support specific, identified *FIRST* teams or programs, or pay a royalty to *FIRST*;
 - Indemnify *FIRST* and LEGO for any and all claims and costs from the activity in which they are using the Intellectual Property;
 - Use the Disclaimers (below);
 - Use only those Trademarks and Copyrighted material that *FIRST* authorizes; and,

- e. Be willing to abide by other provisions set forth by *FIRST* specific to the circumstances.

III. HOW is the *FIRST* and LEGO Intellectual Property to be used?

A. Trademark Dos and Don'ts:

Do –

1. Use marks with the text only (as listed on Attachment A) and, if using *FIRST* or LEGO uses logos or stylizing (only as displayed on Attachment B).
2. Separate *FIRST* trademarks and LEGO trademarks from other names (never say “BostonFLL” or Utah*FIRST*).

Use them in the same font and size as surrounding text to avoid creating the appearance of a new logo or design.

4. The **first** time the trademarks appear in a headline and in copy on a page, use the ® or the ™ symbol, as indicated above, unless they are part of a reference to a company name (e.g. LEGO System A/S, The LEGO Group). After the first time in any text, it's not necessary to repeat it.
5. The *FIRST* word mark is to be written in capital letters and italics, with no other characters (e.g. periods).
6. The LEGO® and MINDSTORMS® word marks must always be written in capital letters, and not in italics.

Don't –

1. Use marks in plural or possessive form (i.e., never " *FIRST*'s," *FIRST*s," “LEGOs," or "LEGO's").
2. Use with a hyphen (e.g., never "LEGO-style"), and must never divided (e.g., never "LEGO").
3. Stylize the trademarks.

B. Copyright Dos and Don'ts:

Don't –

1. *FIRST* and LEGO copyrighted materials may never be used in any modified form.

IV. WHICH Disclaimers do we have to use?

A. The Disclaimers for the Use of Any Trademark under this Policy must be in English, identify the specific mark(s) being used, and state the following:

For example, the disclaimer for the use of *FIRST* Trademarks is:

FIRST[®], FIRST[®] Robotics Competition, FRC[®], FIRST[®] Tech Challenge, and FTC[®], are registered trademarks of FIRST[®] (www.usfirst.org) which is not overseeing, involved with, or responsible for this activity, product, or service.

A disclaimer for the use of joint *FIRST* and LEGO Trademarks is:

FLL[®] and Jr.FLL[®] are jointly held trademarks of FIRST[®] (www.usfirst.org) and The LEGO Group, neither of which is overseeing, involved with, or responsible for this activity, product, or service.

A disclaimer for the use of LEGO Trademarks would be:

LEGO[®], the LEGO[®] logo, MINDSTORMS[®], the MINDSTORMS[®] NXT logo, the Minifigure, and the Brick and Knob configurations are trademarks of The LEGO Group which is not overseeing, involved with, or responsible for this activity, product, or service.

B. The Disclaimers for the Use of Copyrighted Material under this Policy must be in English as follows:

The disclaimer for the use of *FIRST* copyrighted material is:

© 2010 The United States Foundation for Inspiration and Recognition of Science and Technology (FIRST[®]). Used by special permission. All rights reserved. FIRST is not overseeing, involved with, or responsible for this activity, product, or service.

The disclaimer for the use of *FIRST* and LEGO copyrighted material is:

© 2010 The United States Foundation for Inspiration and Recognition of Science and Technology (FIRST[®]) and The LEGO Group. Used by special permission. All rights reserved. Neither FIRST nor The LEGO Group is overseeing, involved with, or responsible for this activity, product, or service.

The disclaimer for the use of LEGO copyrighted material is:

© 2010 The LEGO Group. Used by special permission. All rights reserved. The LEGO Group is not overseeing, involved with, or responsible for this activity, product, or service.

Trademark and copyright disclaimer statements may be combined into a single paragraph, such as:

FLL[®] and Jr.FLL[®] are jointly held trademarks of FIRST[®] and The LEGO Group. This trademark is used by special permission of FIRST and The LEGO Group, neither of which is overseeing, involved with, or responsible for this activity, product, or service. © 2010 The LEGO Group and FIRST[®]. Used by special permission. All rights reserved.

Attachment AList of the *FIRST* and LEGO Marks

This list of Trademarks is organized according to who owns the marks and whether they are word marks, logos, or other trademarks.

- A. The following are *FIRST* trademarks without logos (i.e., word marks) that are already registered with the U.S. Patent and Trademark Office and must be designated with the ® to show that they are registered marks:
1. *FIRST*®;
 2. *FIRST*® Robotics Competition,
 3. FTC®,
 4. *FIRST*® Tech Challenge,
 5. LUNACY®;
 6. FRC®; and
 7. BREAKAWAY®.
- B. The following are *FIRST* trademarks without logos (i.e. word marks) that are not – or are not yet – registered with the U.S. Patent and Trademark Office, so they must be designated with a “TM.”
1. *FIRST*® Place™
 2. Sport for the Mind™
 3. Coopertition™;
 4. Gracious Professionalism™;
 5. HOT SHOT™;
 6. GET OVER IT™;
 7. LOGO MOTION™;
 8. BOWLED OVERSM; and
 9. all other *FIRST* game names, and all accompanying logos as they are created, unless and until they are registered.
- C. The *FIRST* Trademarks with logos are:
1. *FIRST* with the interlocked triangle, circle, and square logo®;
 2. The interlocked triangle, circle, and square logo™;
 3. *FIRST* Green™.
- D. The following are the *Joint FIRST and LEGO* Word Marks:
1. *FIRST*® LEGO® League,
 2. FLL®,
 3. Junior *FIRST*® LEGO® League,
 4. Jr.FLL;®,
 5. BODY FORWARD®,
 6. FOOD FACTOR®, and
 7. SNACK ATTACK™
- E. The following are the *Joint FIRST and LEGO* Logos, when they are depicted with the *FIRST* interlocked triangle, circle, and square logo:

1. *FIRST*[®] LEGO[®] League,
2. FLL[®],
3. Junior *FIRST*[®] LEGO[®] League, and,
4. Jr.FLL[®].

F. The following are the LEGO Word Marks:

1. LEGO[®] (must always be written in capital letters);
2. MINDSTORMS[®] (must always be written in capital letters).

G. The LEGO Logos are:

1. The MINDSTORMS[®] NXT logo, consisting of "MINDSTORMS" and "NXT" in stylized text, and
2. The red square LEGO[®] logo.

H. Other LEGO Group Trademarks include:

1. The Minifigure and
2. The Brick and Knob configurations.

I. LEGO Trademark additional restriction:

The red square LEGO[®] logo and the LEGO[®] Minifigure may never be used without express written permission from LEGO.

Attachment B

FIRST Branding & Design Standards available online at <http://www.usfirst.org/brand>.
