

A Licensed Affiliates (LA) is an organization that works with a Licensed Accredited Training Organization (ATO) to deliver ITIL® Training in particular regions or markets and are licensed by the Official Accreditor.

This document is a quick reference sheet that explains the Cabinet Office Best Management Practice Intellectual Property (IP) Guidelines for the use of Best Management Practice Logos, Trade Marks and Crown Copyright products for LAs. LAs will use these ITIL® products within their marketing materials (website, brochure and documents). Ensure you understand these rules and regulations before creating your marketing materials. It is very important to also review the Guidelines for Cabinet Office Best Management Practice Intellectual Property created by the Official Accreditor. It explains the rules in more detail. Please contact the LCS Accreditation Department, accreditation@loyalistexams.com if you have any questions or concerns regarding the IP Guidelines.

1. Licensed Affiliates Logo



Licensed Affiliates can be identified by the ITIL® "Licensed Affiliate" mark as shown above which can only be used by Licensed Affiliates. Licensed Affiliates are not permitted to use any other Cabinet Office or the Official Accreditor's intellectual property logos. Below are the specific guidelines when using this logo in documents/brochures and websites.

- a) **Documents/Brochures:** where the Licensed Affiliate swirl logo is used, the following IP statements must appear **one time** in a logical page within the document:
- b) **Website:** where the Licensed Affiliate swirl logo is used, the following IP statement must appear **each time** either at the bottom of the webpage or in a hyperlink at the bottom of the webpage:
 - ✓ *ITIL® is a registered trade mark of the Cabinet Office*
 - ✓ *The Swirl logo™ is a trade mark of the Cabinet Office*

AND/OR

- ✓ *The ITIL Licensed Affiliate logo is a trade mark of the Cabinet Office*

2. ITIL® Word Mark

Affiliates have permission from the Official Accreditor to use the ITIL® word mark. Below are specific guidelines when using the word mark:

- a) **Documents/Brochures** where the word mark is used, the **first mention** must have the registered ® (should read: ITIL®) **one time**. After the first mention, the registered ® does not have to be included throughout the document, where ITIL is mentioned. The following IP statement must appear in a logical place within the document:
- b) **Website** where the word mark is used, the **first mention** must have the registered ® (should read: ITIL®) on **each webpage**. The following IP statement must appear each time either at the bottom of the webpage or in a hyperlink at the bottom of the webpage:
 - ✓ *ITIL® is a registered trade mark of the Cabinet Office*

ITIL® is a registered trade mark of the Cabinet Office
The Swirl logo™ is a trade mark of the Cabinet Office
IT Infrastructure Library® is a registered trade mark of the Cabinet Office

3. IT Infrastructure Library® Word Mark

Affiliates have permission from the Official Accreditor to use the IT Infrastructure Library® word mark. Below are specific guidelines when using the word mark:

- a) **Documents/Brochures** where the word mark is used, the first mention must have the registered ® (should read: IT Infrastructure Library®) one time. After the first mention, the registered ® does not have to be included throughout the document, where IT Infrastructure Library is mentioned. The following IP statement must appear in a logical place within the document:
- b) **Website** where the word mark is used, the first mention must have the registered ® (should read: IT Infrastructure Library®) on each webpage. The following IP statement must appear each time either at the bottom of the webpage or in a hyperlink at the bottom of the webpage:

✓ ***IT Infrastructure Library® is a registered trade mark of the Cabinet Office***

4. Partnership with Sponsoring ATO

All course descriptions must clearly state the partnership with the sponsoring ATO and name the ATO you have a contractual relationship with. The following **must** be included with all marketing documentation (documents/brochures/website):

✓ ***The ITIL® courses on this page are offered in partnership with the Accredited Training Organization <Enter ATO Name>.***

5. Diagram or Table

Diagrams or tables from a Cabinet Office Best Management Practice publication or other source must have the applicable IP statement at the foot of the diagram or table:

In the case where no modifications have been made the following statement must be used:

- ✓ ***© Crown copyright 20xx Reproduced under licence from the Cabinet Office***
- ✓ ***© Crown copyright 20xx Reproduced under licence from OGC (applies for publication prior to 2011)***

In the case where modifications were made, style, size, color or added value material is included then the following statement must be used:

- ✓ ***Based on Cabinet Office ITIL® material. Reproduced under licence from the Cabinet Office***

6. Domain names:

As a LA, you are not allowed to register domains that include within them the Best Management Practice

7. Use of Cabinet Office Intellectual Property outside of Accredited Training Activity:

The signed Affiliate IP sub-licence allows the Licensed Affiliate to use the ITIL® word marks/content/Affiliate logo for their accredited training activity and the related marketing documents. For the use of the Cabinet Office Intellectual Property outside of this accredited training activity, a specific separate licence may be required by the Official Accreditor.