



How is
Information Mapping®
protected?

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About IP, Copyrights and Trademarks

Copyright protection of methods and their expressions

In copyright, “ideas” and “methods” are not protected. Expressions of ideas and methods are.

The general and rough idea that well-structured texts are easier to read and that using the same system of organizing texts in an organization (company, administration) is extremely useful and is not copyright protected.

However, the Information Mapping® Method is not a “mere method”, but a specific format and expression of the above-mentioned idea. The elaboration of an idea is copyright protected. The Information Mapping® Method, which is copyright protected, is hereafter referred to as “Information Mapping® Format”.

Example

Anyone can make a television program based upon a competition leading to a winner. However, creating a television format describing in detail how a group of people is quarantined in a house, what kind of tests they undergo, how they are interrogated in a small room by a mysterious voice, how each week the public picks a person that has to leave the house and all the other aspects that should be used to make a successful edition of the Big Brother program obviously is copyright protected. Making a series of Big Brother (i.e., using the elaborated and described method) without permission is clearly an infringement upon the copyright protected format.

Protection of the Information Mapping® Format

Similar to the example above copyright protection evidently also applies to the elaborated Information Mapping® Format. The Information Mapping® Format is not a rough idea or a rough method, it is a specific and unique format that did not exist before. Significant intellectual effort was involved in creating the specific form given to the general idea “you should structure your writings.”

Anyone can subdivide his texts in chapters and paragraphs, underline certain parts, etc. However, works created in accordance with the elaborated specific expression and form of the Information Mapping® Format will have absorbed and therefore show the specific expression, structure and sequence of the Information Mapping® Format.

What can you (not) do?

Obviously the copyright on the Information Mapping® Format does not prevent people from using paragraphs or chapters in their texts. That is simply an application of the general idea or method to subdivide texts. The copyright even does not prevent someone to create another form of organizing text, as long as the similarity with the Information Mapping® Format is not there.

Copyright simply prevents people from copying the Information Mapping® Format (or part thereof) in their writings. The way of presenting information via the Information Mapping® Format is unique and original. Therefore it cannot be copied.

Note about copyright laws

It should be noted that copyright law may vary from country to country. Even if the examples given would not be protected in a specific jurisdiction, it is recognized in international treaties that the essence of copyright is to protect any created form that is given to a specific idea. Therefore, it is our belief that in any jurisdiction all or at least very important parts and choices made by the creator of the Information Mapping® Format will be protected under copyright law. Besides, in most countries additional protection will exist under contract law, trademark law and unfair trade practices laws. Information Mapping International nv (IMI) has over 20 years experience in protecting and enforcing its intellectual property worldwide.

Trademarks

IMI’s trademarks are registered and thus protect its names. Any use of IMI’s trademarks is with express written permission of IMI.

Frequently Asked Questions (FAQ's)

Is Information Mapping® a trademark?

Yes, there is a registered trademark for Information Mapping®.

Is Information Mapping® a trade secret?

Information Mapping® holds trade secrets, its works are protected by copyright and its name and product names are protected by their registered trademarks.

Who owns the Information Mapping® method?

Information Mapping International nv (IMI) has acquired all worldwide copyrights to Information Mapping®.

FS Pro software

When I have completed an Information Mapping® training program, can I use FS Pro

- In my own company?

Yes, for writing company-related documents on your PC.

- In my new company when I leave my current company?

No, because FS Pro is licensed to the company or person that bought it.

- At home for personal documents?

Yes, if there is no commercial activity involved.

- For writing services for which I charge?

No, unless you get a license to do so from IMI. Once you have paid for FS Pro through training, it can be used at home or in your company, provided you are not competing with IMI in either training or consulting services. Such services provided, either within your company or external, require a license only from IMI to do so.

Can I take FS Pro with me to my new company?

No, the new company must purchase a full license for you.

Can I use FS Pro when I did not complete an Information Mapping® training program?

Yes, you are properly licensed you can. However, we recommend that you complete an Information Mapping® training program to ensure that you can apply the Information Mapping® Method to the software.

Can I change the existing FS Pro code or develop my own software tool that applies the Information Mapping® method? What if I distribute this software for free?

You should seek to obtain a developer's license from IMI. If you create a tool that is substantially similar in expression to IMI's software tools, you will in all likelihood be liable for copyright infringement. The damages could be measured as lost profits or statutory (such as damages up to \$200,000 for willful infringement). Any



distribution of an infringing software tool would subject an infringer to damages whether they sold the tool or gave it away. All parties involved in the distribution chain of an infringing work would also be liable whether or not they benefitted financially. In addition, criminal sanctions may be instituted as such a willful act may be prosecuted by the US Attorney's Office under the criminal code.

Can I develop my own set of Word macros to write documents that look similar to FS Pro documents, but are not created using FS Pro?

No. This is simply another way of copying IMI's work which is protected by copyright.

What if there are small differences in the presentation of Word documents? Are they then considered as documents applying Information Mapping®?

Yes, copyright applies. It is the work as a whole that is protected by copyright. If it is shown that it is derived from Information Mapping® it is protected even if it is changed or modified. This concept is uniformly applied. For example: in Europe, similarities are more important than differences when judging copyright infringement. In the US, evidence of what was not copied is no defense to what was copied.

Information Mapping® on the Web

Can I register the Information Mapping® domain name in my country?

No. IMI has the exclusive use to its trademark under the terms of treaty and convention.



Can I mention Information Mapping® on my own website?

Yes, but IMI would need to review and grant permission to avoid any misuse.

Can I promote Information Mapping® on my website or through other channels?

Yes, after IMI consents in writing and grants permission. Please contact Information Mapping International with any requests.

Using Information Mapping®

When I have completed an Information Mapping® training program, can I use the method

- In my own company?

Yes, but not for commercial purposes and not to train your colleagues. Training of colleagues in any fashion requires a license provided only through IMI.

- In my new company when I leave my current company?

Yes, but you cannot make duplicates, copies or derivative works of any Information Mapping® licensed materials.

- At home for personal documents?

Yes, you can use Information Mapping® at home for personal use.

- For writing services for which I charge?

No, you cannot teach, sell, write or use Information Mapping® or provide professional services unless you are licensed to do so. Further, you cannot use FS Pro for commercial purposes either.

Can I start a business using Information Mapping® as a writing method?

Yes. Once IMI approves you through certification process and you agree to a mutually beneficial license agreement you may start a business training others and providing

services. IMI will work with you should you continue by providing training programs and products that will enhance your success.

Can I obtain a license to use the Information Mapping® method in my products and/or services?

Any license proposals or requests should be submitted to IMI.

Course material

Can I create my own course material when it is slightly different from the original course material but still includes some of the Information Mapping® principles, format, expression or structure?

No. Modifying or even translating IMI's work in whole or in part violates the copyright rights if IMI. Only the copyright holder (IMI) has the right to make duplicates or to create derivative works.

Can I make copies of the course material?

Absolutely not. You must purchase additional copies. This is the very basis of copyright protection. To copy is tantamount to stealing the work.

Am I infringing when I use the same terminology (chunking, labeling, etc) as used in the Information Mapping® method, but derived it from other sources (books, articles, scientific studies)?

Yes. Copyright is not subject to reverse engineering as it is the structure, sequence and organization of the original creative work that protects the property in copyright. Going back and reviewing the social science or methodology does not obviate the copyright protection.



Am I infringing Information Mapping's IP when I use my own writing method which is similar to Information Mapping, but uses a different terminology to refer to Maps, Blocks, Chunking, Labeling, etc?

If the writing uses different names to label IMI's use of its works then you would be infringing. Paraphrasing words to hide infringement does not work. In fact, it can be used as evidence of willful infringement because an infringer is seen as attempting to cover up a known infringement by paraphrasing.

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