How is Information Mapping® protected?
About this document

This document explains the level of protection of Information Mapping International’s (IMI) Products and the permissible scope of use of IMI Products. It also describes IMI’s policy towards enforcement of its intellectual property rights.

IMI Products

IMI is the owner, creator and developer of a unique and proprietary methodology, taxonomy and system for promoting effective communications known as the Information Mapping® Method. IMI developed associated Products in the form of educational programs that have been reduced to original works of authorship and tangible mediums of expression in the form of various content, course materials, seminars, workshops, workbooks, instructional aids, software, macros, tools, and associated materials (“Works”).

Level of Protection of IMI Products

The Works are protected by worldwide intellectual property and contract law. IMI uses contract law to permit third parties the right to use and display the Works but a written agreement from IMI is required. Intellectual property law includes copyright law protection. All of IMI Works are original works of authorship and therefore afforded copyright protection worldwide.

Whether the Works are displayed over the internet, used in webinars, incorporated into software/macro’s or expressed in written course materials, the Works are afforded copyright protection.

The scope of the copyright protection of the Works is very broad; whether it be a single screen shot, a single page in a course material, a chapter in a manual or an entire set of course materials with instructor guides, the content is protectable expression in whole and in part.
The exclusive rights of IMI as a copyright owner of the Works include the five (5) exclusive rights belonging to a copyright owner. The five exclusive copyright rights are:

(1) The exclusive right to reproduce the work,
(2) to prepare derivative works,
(3) to distribute copies of the Work,
(4) to perform the Work publicly, and
(5) the to display the Work publicly.

Anyone who trespasses into IMI’s exclusive domain by using or authorizing use of the Work in any one of the five (5) ways set forth above is an infringer of the copyright. Conversely, anyone who uses the Work with the permission of IMI is not an infringer.

Permissible scope of use of IMI Products.

Use of IMI Products is by express written permission of IMI.

IMI’s policy towards enforcement of its intellectual property rights.

IMI with its Partners, invests significant amounts of time and resources in creating and delivering IMI Products. Our worldwide IP protection team will pursue any infringement of IMI’s rights in order to protect IMI’s reputation, integrity and products.

We proactively monitor websites, attend conferences and listen to our Partner network to maintain awareness of offerings in the marketplace. Where appropriate we take action to remove infringing materials. We are pleased to note that infringers that have attempted to circumvent IMI’s copyright and contract protections have been unsuccessful.

Information concerning potential infringements is welcome. Details should be forwarded to info@informationmapping.com so that they can be investigated.

Trademarks

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 copyright rights 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 Information Mapping 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 someone use FS Pro when he did not complete an Information Mapping® training program?
Yes, if he is properly licensed he can. However, we recommend that he completes and Information Mapping training program to ensure that he 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 Information Mapping.

- **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.