



Use of Adventures in Wisdom™ Intellectual Property

Use of Adventures™ in Wisdom IP¹

Our philosophy at Adventures in Wisdom is that your success is our success, and we want to support you in being successful coaching kids!

Increasingly, licensees of Adventures in Wisdom™ Curricula are asking us about how they can/can't present information from our curricula, use our reports, and use other AIW collateral in their business.

Use of intellectual property is a topic that people sometimes find confusing. The purpose of this document is to clarify use of Adventures in Wisdom™ Intellectual property.

We license the use of two curricula – both *The Adventures in Wisdom Life Coaching Program for Kids™ Curriculum* and *The Adventures in Wisdom Success System for Learning and Taking Tests™ Curriculum* (“AIW Curricula”). **These licenses include authorization to use designated marketing materials in alignment with these guidelines.²**

To maintain the value of our licensed materials and to help protect the value of your certification, please follow these guidelines for using AIW intellectual property.

If you ever have a question about use of AIW intellectual property or would like for us to review something, please email us at support@AdventuresInWisdom.com and we'd be happy to answer them. I always like to find a way to support our coaches while staying in alignment with protecting our intellectual property.

¹ The term “Adventures in Wisdom Intellectual Property” applies to materials copyrighted and/or trademarked by either Adventures in Wisdom or Renaye Thornborrow, whether through common law rights or registration with the U.S. Copyright and/or U.S. Patent and Trademark Office.

² Adventures in Wisdom Success System for Learning and Taking Tests™ is often referred to as “Ace that test” or the “ACE IT System” for short.



Use of Adventures in Wisdom™ Intellectual Property

How is IP protected?

Intellectual property is protected both by our license agreement and under Copyright and/or Trademark Law – and it's protected internationally. What does that mean?

License Agreement is our terms and conditions for doing business and was completed by each person who invested in our program. You can see a copy of our license agreements on the WISDOM Coach™ Website.

Copyright is a form of legal protection given to the authors or creators of "original works of authorship," to determine use of that work. This includes:

- making copies of the work;
- distributing copies of the work;
- performing the work publicly (such as for plays, film, dances or music);
- displaying the work publicly (such as for artwork, or stills from audiovisual works, or any material used on the Internet or television); and
- making "derivative works" (including making modifications, adaptations or other new uses of a work, or translating the work to another media).

Trademark is a form of legal protection given to the creators of a "source identifier," (these are also referred to as logo marks or word marks – think the Nike swoosh for a logo mark or the name Nike for a word mark) to determine use of that logo or word mark. This includes:

- displaying the mark;
- advertising goods/services using the mark;
- licensing the use of the mark for a fee;
- preventing others from using the mark.

In general, it is illegal for anyone to do any of the things just listed without the permission of the intellectual property owner – in our case either Adventures in Wisdom™ or Renaye Thornborrow.

Permission will vary based on whether the work is part of our AIW Curricula or part of our AIW Marketing Collateral.



Use of Adventures in Wisdom™ Intellectual Property

Why is it important that we protect our intellectual property?

Protecting our intellectual property protects you and your investment.
It also protects us and our investment.

At Adventures in Wisdom we have created a brand of unique and powerful coaching stories and mentoring techniques that empower children. We have invested many years and a lot of money in our intellectual property and must protect it to ensure that the value we provide to our certified WISDOM Coaches and licensees remains intact.

It is our goal to support you in being successful in your business, so if there is ever a question, please reach out to us at support@AdventuresInWisdom.com.



Use of Adventures in Wisdom™ Intellectual Property

What is protected?

Anything with the Copyright © symbol or the ™ and ® symbols.

Example of work that is copyrighted by Adventures in Wisdom (or Renaye Thornborrow) include:

- Adventures in Wisdom™ Curricula for Empowering Kids:
 - Adventures in Wisdom Life Coaching Program for Kids™ Curriculum
 - Adventures in Wisdom Success System for Learning and Taking Tests™ Curriculum
- Adventures in Wisdom™ Photo Books:
 - Life Coaching for Kids Through Photos
 - WISDOM Coaching Through Photos
- Adventures in Wisdom™ Special Report:
 - How “life coaching for kids” is transforming the lives of children around the world - and how you can be a part of it!
- Adventures in Wisdom™ Articles provided to use as part of your nurture program
- Marketing Collateral
 - 27 Skills 1 Page Document
 - Spot Coaching Document (“problems we solve”)
 - Overview of the WISDOM System
 - Overview of the ACE IT System
- Adventures in Wisdom™ Business Accelerator Curriculum and Action Plans
- Wyatt the Wise Wizard illustration(s) and name



Use of Adventures in Wisdom™ Intellectual Property

How can I use this work?

Bodies of work have different restrictions. We categorize this work in three areas:

1. AIW Curricula
2. AIW Marketing Collateral
3. Adventures in Wisdom Business Accelerator Curriculum and Action Plans

1. AIW Curricula

As a reminder, the AIW Curricula includes:

- Adventures in Wisdom Life Coaching Program for Kids™ Curriculum
- Adventures in Wisdom Success System for Learning and Taking Tests™ Curriculum

The AIW Curricula must maintain our copyright and branding at all time. They should never be rewritten or rebranded. You can create supplemental materials based on your own expertise or add exercises but should not modify the original and should be shared under your own brand.

Both AIW Curricula have documents that can be duplicated and shared with your clients. These documents are outlined in the agreements. **To make it easy for you, documents that CAN be duplicated are on a separate webpage from those that cannot be duplicated.**

- Webpages containing documents that CAN be duplicated are clearly marked with messaging at the top of the webpage.
- Webpages containing documents that cannot be duplicated are clearly marked with messaging at the top of the webpage.

IMPORTANT: All components of the AIW Curriculum must always maintain our branding and copyright information.

Our content should never be recorded and/or integrated into any type of information product/training that is given away or sold. This includes webinars, tele-trainings, tele-classes, print materials. If you have questions about this, please reach out to us at support@AdventuresInWisdom.com.³

³ Note that tele-trainings and webinars may be presented LIVE but must not be recorded and re-used under any circumstance.



Use of Adventures in Wisdom™ Intellectual Property

2. AIW Marketing Collateral

As a reminder, the AIW Marketing Collateral includes:

- Adventures in Wisdom™ Photo Books:
 - Life Coaching for Kids Through Photos
 - WISDOM Coaching Through Photos
- Adventures in Wisdom™ Special Report:
 - How “life coaching for kids” is transforming the lives of children around the world - and how you can be a part of it!
- Adventures in Wisdom™ Articles provided to use as part of your nurture program
- Marketing Collateral:
 - 27 Skills 1 Page Document
 - Spot Coaching Document (“problems we solve”)
 - Overview of the WISDOM System
 - Overview of the ACE IT System
- The Adventures in Wisdom™ name and any other name/logo/mark/illustration used to promote Adventures in Wisdom™, whether or not indicated with ©, ™ or ®.
- Wyatt the Wise Wizard illustration(s) and name

We have given you permission to use these tools in your business and in your marketing collateral/on your website as long as you are an active certified WISDOM Coach™.

IMPORTANT: These tools must be kept whole and maintain our branding and copyright information.

You may quote from our AIW Marketing Collateral or use segments of our collateral as long as you cite source and authorship. Citing source is not only a professional courtesy it is also a requirement of our intellectual property use guidelines. Citing source brings credibility to the information you are providing, and honors authorship and copyright laws.

How do you do that?



Use of Adventures in Wisdom™ Intellectual Property

For quotes use something like:

- *“Just like a baseball coach helps kids develop skills, confidence, and ability to thrive in baseball; a certified WISDOM Coach helps kids develop the skills, confidence, and ability to thrive in life.”*
 - Renaye Thornborrow, CEO Adventures in Wisdom

For passages of text, such as a section from our special report, either before the text or immediately following the text, display the following reprint statement:

*“From “[AIW Marketing Collateral],” Adventures in Wisdom Inc, Copyright © 20xx.
Reprinted with permission.*

Example:

From “Special Report: How “life coaching for kids is transforming the lives of children around the world—and how you can be a part of it,” Adventures in Wisdom Inc, Copyright © 2015. Reprinted with permission.

3. Adventures in Wisdom™ Business Accelerator and Action Plans

The Adventures in Wisdom™ Business Accelerator Curriculum and Action Plans is for your own personal use only as long as you are an active licensed WISDOM Coach™.

No part of this curriculum may be reproduced shared, given away, sold, or used to provide training to others.



Use of Adventures in Wisdom™ Intellectual Property

Using Adventures in Wisdom™ Messaging on your Website

Please follow the same guidelines shared under Adventures in Wisdom™ Marketing Collateral. When quoting from our materials, always cite source. When using messaging from our collateral such as the Special Report, always cite source with permission to reprint.

When presenting descriptions of your services that are using our work, always share that you are using Adventures in Wisdom as part of your coaching/workshop services before presenting the packages:

- My coaching packages [workshops] are based on Adventures in Wisdom™.
- I am a certified WISDOM Coach™ and I'm sharing a story/tips/a process/ from Adventures in Wisdom™.
- I am a certified WISDOM Coach™
- I use the WISDOM System for Coaching Kids by Adventures in Wisdom™
- My programs [workshops] are based on Adventures in Wisdom™
- I use stories from Adventures in Wisdom in my workshops [coaching]

Citing source is not only a professional courtesy it is also requirement of our intellectual property use guidelines. Citing source brings credibility to the information you are providing, and honors authorship and copyright laws.



Use of Adventures in Wisdom™ Intellectual Property

Using the AIW Articles Provided as Part of Your Certification

The articles we have licensed you to use as part of your nurture program must be used in their entirety, must not be modified and must maintain authorship and copyright.

You CAN add your own commentary and promote your business *in a resource box* that appears at the end of the article.

A Resource Box is a call to action that you include at the end of the article to ask the reader to do something (usually a link to your website). It is also the place where you can say something about yourself and your credentials.

Here is an example of what the article might look like. The resource “box” is the language in green italics:

Article Title Here

Paragraph 1

Paragraph 2...

Great conclusion

If you're ready to help your child bust out of his shyness, [click here](#) for a complementary consultation and we'll map out a plan to help him create confidence and courage.

[Your-name-here] is a certified WISDOM Coach™ and expert in helping kids [your-messaging-here].

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Reprinted with permission from Renaye Thornborrow.

*Important: These articles must be used **with your own list** and are not to be posted on other people's blogs, or published in other media outlets such as magazines, newspapers, ezineartilces.com or other online or offline article directories.*



Use of Adventures in Wisdom™ Intellectual Property

Writing articles

We know our WISDOM Coaches come from a variety of backgrounds and have your own areas of expertise. You are certainly authorized to write your own articles; however, when writing an article, it must be mostly your own material with very limited use of AIW copyrighted material. When referring to something from Adventures in Wisdom™, you must give attribution to the author.

Tele-classes and Webinars

You are only licensed to teach/use Adventures in Wisdom™ materials is LIVE with your clients. This does include conducting **LIVE** tele-classes and webinars.

Our work may not be recorded and integrated into any type of information product that is given away or sold.

Creating YouTube/Facebook/Social Media-type Videos for Marketing

It is becoming increasingly common for licensees to create videos for use as part of their *marketing efforts*.

If you will be making a video to promote your coaching or workshops and you are using any of our content, then you must **clearly indicate, up front, that your video is a preview of what *one* will learn in your class AND that you are using materials from Adventures in Wisdom™.**

Those videos should be limited to a very brief discussion of a module or skill (i.e. less than 5 minutes).

Not citing source at the beginning of the video is representing the content as your own and is misuse of our intellectual property.

Here are a few guidelines:

1. When using our content, always credit source **before** presenting information. Citing source is not only a professional courtesy it is also requirement of our intellectual property use guidelines.



Use of Adventures in Wisdom™ Intellectual Property

Citing source also brings credibility to the information you are providing, and honors authorship and copyright laws.

Here are some options for doing that:

- a. “I want to share some tips with you from Adventures in Wisdom – I am certified to present their work [or I am a certified WISDOM Coach].”
 - b. “Here are some tips from Adventures in Wisdom - where I completed my certification.”
 - c. “Today I plan to share tips from the Adventures in Wisdom skill book on Managing Mistakes.”
 - d. “I wanted to share some information with you from Adventures in Wisdom and I’ve added my touch as well....”
 - e. “I am a certified WISDOM Coach and I wanted to share some of the tips that we use when coaching kids.”
2. When thinking about including our content in a recording, a good guideline to remember is that you can share *what* and *how* you help kids but avoid including the actual teaching itself.

For example, you could share that you use the story, *Weight of Mistakes*, to teach the five I’s of managing a mistake. However, don’t teach the Five I’s or share the story itself.

3. Another example is that you can share the messaging from our Adventures in Wisdom™ Message Makers that frame the problem/topic and share the name of the story that you use to help kids develop a specific skill.

Here is an example:⁴

[From skill book 1]

“One of the things I teach with Adventures in Wisdom™ is the power of belief systems and how your mind shapes your world.

Just like a plane can take us where we want to go on a vacation, our mind takes us where we want to go in life. Kids learn that our mind has two parts, our conscious mind

When thinking about including our content in an audio/video, a good guideline to remember is that you can share *what* and *how* you help kids, but avoid including the actual teaching itself.

For example, you could share that you use the story, *Weight of Mistakes*, to teach the five I’s of managing a mistake.

However, don’t teach the Five I’s or share the story itself.

⁴ This is the type of messaging we share in the Adventures in Wisdom™ Message Makers.



Use of Adventures in Wisdom™ Intellectual Property

which acts like our pilot – controlling our “plane” with thoughts and our subconscious mind, which acts like our autopilot – controlling our “plane” based on the “programs” it is running. These programs are called belief systems and they either support us in creating what we want in life or they limit us at every turn. Understanding and creating supportive belief systems is critical for reaching our full potential, creating a happy life, and achieving our goals.

The Adventures in Wisdom story we use to teach this skill to your children is called, Who’s Flying Your Plane? As part of the lesson, we do a fun paper airplane activity to help children see how supportive beliefs and limiting beliefs shape their lives.”

Using Wyatt the Wise Wizard™

Wyatt the Wise Wizard is a symbol of our brand and he must never be renamed or changed. If you are presenting to a community who does not like the concept of wizards, you may shorten his name and just use “Wyatt” or “Wyatt the Wise”. Please be sure to include ™ with any mention of his name and/or use of his image.

Wyatt the Wise Wizard is a wizard. You may not change him into a different character such as an animal or other representation.

You may not write stories using Wyatt the Wise Wizard as a character. He is an Adventures in Wisdom trademark and should only be used in materials authored by Renaye Thornborrow.

Think in terms of Dr. Seuss or Harry Potter. You wouldn’t be authorized to rename their characters or write stories using their characters.

Facebook/Twitter/Social Media Posts

You have our permission to *repost* any of our social media posts to your own community (feel free to add your own commentary as part of the “share” feature). However, you do not have our permission to copy our posts and post them as your own.

Also, if you use any of our quotes, or tips you must cite source as being “Adventures in Wisdom”.

When choosing content, a good guideline to remember is that you can share *what* and *how* you help kids but avoid including the actual teaching itself. For example, you could share that you use the story, *Weight of Mistakes*, to teach the five I’s of managing a mistake. However, don’t teach the Five I’s or share the story itself.



Use of Adventures in Wisdom™ Intellectual Property

Creating plays/skits

You have our permission to create/perform plays and skits based on our work within your own private workshops that parents of the attendees can attend. You do not have our permission to create/perform plays and skits that are presented to a general-public audience beyond the children's personal guests.

Translations

Adventures in Wisdom™ materials are available in English. At this time, we are not granting any permission for translating any of the Adventures in Wisdom™ products into other languages.

The most important guideline is that when you use our work as part of the services you deliver that you give credit as to the source of the work whenever using it live or when presenting programs based on our work in your marketing collateral or website.

Please let us know if you have any questions about this document. And we are always happy to review anything you put together.

We like to find ways to say “yes”, and to support our coaches in being successful in your businesses; however, we do need to balance protecting our intellectual property and the value of your WISDOM Coach Certification!

As a reminder, as an active and certified WISDOM Coach™, your license gives you permission to use our work – the curriculum (stories/activities) - **LIVE** with your clients in overview presentations, 1x1 coaching, workshops, small groups.

You are not licensed to integrate the curriculum into recorded materials or information products that are given away or sold.

If you ever have questions or want us to review something, please email us at support@AdventuresInWisdom.com!