

Intellectual Property

What is Intellectual Property (IP)?

IP is created when an idea takes tangible form. IP can be a brand, invention, design or some other kind of creation that can be legally owned. The Office of Government Commerce (OGC) own the IP rights in ITIL® which take the form of Crown Copyright and Trade Marks.

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Any organization/individual can apply for a license from OGC, or their official Accreditor – APM Group, depending on their requirements. All EI's and Accredited Training Organizations (ATO's) receive an IP license authorizing the use of ITIL IP within their accredited activity. In addition Licensed Software Assessors (LSA's) and endorsed software tool vendors also receive a license to use the Trade Mark.

EI and ATO use of ITIL IP



The Official Accreditor licenses EI's and issues them with the "Accredited Examination Institute" logo.

EI's issue their ATO's with the ITIL accreditation mark (as shown down the right hand side) to enable end-users to identify the services that are accredited. ATO's also have the right to re-use Crown Copyright within their training materials.

LSA's and endorsed software tool providers



LSA's are able to use the ITIL Swirl "Licensed Software Assessor" logo to market their services.

All software tools assessed and endorsed through the scheme receive a Trade Mark License to use the Process Compliant logo relating to their endorsement level. i.e. Bronze, Silver, Gold. e.g.



IP infringements and grey trainers

There are a number of organizations who use ITIL IP without being accredited. This is illegal use. We urge all candidates to ensure that their training organization is accredited. To check the status of any organization please visit www.itil-officialsite.com

We also ask that any non-accredited or "Grey trainers" and other infringements of ITIL IP are reported via the following address: ogcinfringements@best-management-practice.com

Please see overleaf for information on how to use the OGC ITIL IP.



How to use OGC Intellectual Property

Trade Marks

Word Marks

OGC word marks (i.e. product names, e.g. ITIL) can be used without a license in free text or in a descriptive manner by any organization/individual.

On the first use of any OGC product word mark (i.e. the word ITIL), the correct symbology (which is the ® *symbol*) must be used. The following acknowledgment statement must feature alongside the first use of a product word mark on the same page or in a logical position within that document:

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In the case of websites, an OGC word mark can **only** be used as a hyperlink to other web pages containing further information about ITIL. The word mark can be used on these pages freely. The correct symbology must be shown alongside the first occurrence of any OGC word mark within each webpage on which it appears. The acknowledgement statement may be shown either on each page or be referenced on an acknowledgements/copyright page, accessible via a link on each webpage where the word mark appears.



Where an OGC word mark is incorporated into the title/name of a product a Trade Mark license must be obtained through the Trade Mark Licensing scheme which also awards a "Licensed Product Logo". Licenses can be obtained from APM Group. For further information please visit:

www.itil-officialsite.com/IntellectualPropertyRights/TrademarkLicensing.asp

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"The Swirl logo™ is a Trade Mark of the Office of Government Commerce"

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When using a product OGC logo as a hyperlink, it can only link directly to the associated product's official site (e.g . www.itil-officialsite.com)

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www.itil-officialsite.com/IntellectualPropertyRights/TrademarkLicensing.asp

Copyright needs to be acknowledged appropriately by the relevant license holder as advised in guidance documents provided with the license.

Infringements

There are a number of organisations and individuals who may use ITIL IP without being appropriately licensed. If you have any information and/or concerns please report them via the following address: ogcinfringements@best-management-practice.com

If you are currently using ITIL IP and wish to apply for a licence please contact APM Group.