

The Scout Association's Copyright and Trade Marks

A guide to reproducing material owned by The Scout Association



Item Code FS 103958 July 2010 Edition no 1

0845 300 1818

Welcome

This factsheet provides clarity on the use of copyrights and Trade Marks owned by The Scout Association. It also contains a selection of the most commonly used Trade Marks along with a list of works by Robert Baden-Powell.

Part 1 – Frequently Asked Questions

Part 2 – Reproducing copyrights and Trade Marks for commercial and not-for-profit Scouting use

Part 3 - Books by Robert Baden-Powell

Part 4 – Other information and contact details

Part 1 – Frequently Asked Questions

1. What is a Trade Mark?

A Trade Mark is a symbol usually comprising a logo or picture, brand name, word/s, colours etc or combination of any or all of these. It is used by an organisation to distinguish its goods and services from others in the marketplace. A Trade Mark may be protected by law by either formally registering it with the Trade Mark Registry or through other more general laws.

2. What is a copyright?

A 'copyright' is a bundle of legal rights which protect the creator of an original written, artistic or other work such as songs and sound recordings.

Under the terms of the Copyright Designs and Patents Act 1988, the following can be described as copyright works:

- Original literary, dramatic, musical or artistic works (including computer code)
- Sound recordings, (including CDs and CD-ROMS), films, broadcasts or cable programmes
- The typographical arrangements of published editions.

Material that is protected under copyright is the intellectual property of the copyright owner and

cannot be reproduced without permission from the owner.

The length of time a piece of work is protected before it can be freely used without restriction is life, plus 70 years. This period is described as the 'term of copyright'. A book therefore does not enter public domain until 70 years after the author's death.

3. What is an Association Trade Mark or copyright?

The Scout Association owns several Trade Marks and produces many other works which are protected by copyright. As a general rule, these cannot be used without the Association's prior authorisation (see Rules 14.8 and 14.9 of *Policy, Organisation and Rules* available to view at www.scouts.org.uk/por).

This guidance clarifies which Trade Marks members of The Scout Association or Scout units (this term covers sections, Groups, Units, Networks, Districts, Counties, Areas, Regions etc.) are authorised to use and under what terms.

4. Can I use a Trade Mark on our Group's website?

Yes – the Scout logo and other Trade Marks may be used on your website. Advice on using The Scout Association's visual identity can be found at www.scouts.org.uk/brand

5. Can I use a Trade Mark on our Group's minibus and meeting place?

Yes. A Scout vehicle or meeting place may also be branded with the name of a local sponsor without the need to seek permission of The Scout Association.

6. Can I produce an item of merchandise locally with a Scout Trade Mark on it?

The Scout Information Centre

Gilwell Park Chingford London E4 7QW Tel + 44 (0)20 8433 7100 Fax + 44 (0)20 8433 7103 email info.centre@scout.org.uk www.scouts.org.uk

Yes, if it is for genuine Scouting use and displays local Scouting details (such as the name of the Group, District or County) is given away or sold at cost and is not for commercial gain.

While no formal licence is required for this arrangement, we request that one copy of every item produced is sent, along with your contact details, for the attention of:

Chris James
The Scout Association
Gilwell Park
Chingford
London
E4 7QW

It is not permitted to reproduce a garment displaying a Scout Trade Mark only and then market this (for example in *Scouting* magazine or on the internet) even if it this is for the benefit of the local Group, District or County.

If you wish to discuss a commercial licence please contact communications@scouts.org.uk

If you plan to personalise uniform items, please contact Scout Shops at enquiries@scoutshops.com who will be able to deal with your request and issue a specific license.

Please note that you may not reproduce the i.SCOUT visual element or The Big Adventure logo on any item of merchandise without written permission of The Scout Association.

8. Can I change or modify an Association Trade Mark or copyright work and then use it?

No – please refer to the brand guidelines at www.scouts.org.uk/brand

9. I've got a great idea for a product - who do I tell?

We are always interested in ideas for products that the Movement will find useful; please email your suggestion to communications@scouts.org.uk and we will reply. If your product goes into production we will contact you again and keep you in touch with the development.

10. We have been approached by a retailer to produce an item on behalf of the Group. Can we give permission for this?

Any request from a commercial supplier to produce an item containing a Scout Trade Mark must be made directly to The Scout Association

at communications@scouts.org.uk or by calling 020 8433 7219.

11. What services are available so I don't need to print products locally?

A print centre is available at www.scouts.org.uk/brand This allows you to personalise flyers, posters, tickets and other literature. You are able to adapt templates in the corporate style with the Scout branding already in place, then print either on your home printer or with an approved commercial printer.

12. I am a printer. May I reproduce Scout Trade Marks on behalf of local Scouts?

Yes – no further permission is required as long as you are satisfied that this is a genuine not-for-profit Scouting purpose and has the name of the local Group, District or County prominently displayed as part of the design. If you have any concerns, please email communications@scouts.org.uk

13. Where can I find examples of the protected Trade Marks and copyrights?

Our most common Trade Marks (or Trade Marks pending) are included in Appendix 1 of this document.

The Scout Association holds the copyright to some 400 resources, including most of the works of the Founder, Lord Robert Baden-Powell. Quite often, The Scout Association receives requests from Members of the Movement and the public to reproduce this material. We operate a fair and open policy aimed at promoting the use of our resources while protecting our intellectual property rights.

Part 2 - Reproducing material for commercial use

Any commercial use of The Scout Association's copyrights and trademarks should need to be formally approved by The Scout Association in advance of production.

If your request is to reproduce part, or the whole of a publication for financial gain, or if you wish to use an extract in a publication which will be sold, then this is classed as commercial use. If this is the kind of permission you require, please email communications@scouts.org.uk

Translating copyright material

Under the Berne Convention and the Universal Copyright Convention, copyright work is also protected overseas.

If you wish to translate, reproduce and sell material that is owned by The Scout Association, then you must also make a formal copyright request. Please email communications@scouts.org.uk

Copying material for internal Scouting use

You may reproduce short excerpts from material owned by The Scout Association *for genuine Scouting use*, without seeking written permission from Headquarters. This material however, may not be sold for commercial gain.

If you are using copyright material for this purpose, please also display the following text: 'Reproduced by permission of The Scout Association.'

Part 3 - Books by Baden-Powell

The following is a list of published works by the Founder. The Scout Association owns the copyright to all original works by Baden-Powell unless otherwise indicated. They will enter into the public domain in 2011.

- 1883 On Vedette
- 1884 Reconnaissance and Scouting
- 1885 Cavalry Instruction
- 1889 Pig-sticking or Hog-hunting (1923 re-issue Pig-Sticking or Hog-Hunting)
- 1896 The Downfall of Prempeh
- 1897 The Matabele Campaign
- 1899 Aids to Scouting
- 1900 Sport in War
- 1901 Notes and Instructions for the South African Constabulary
- 1907 Sketches in Mafeking and East Africa
- 1908 Scouting for Boys
- 1909 Yarns for Boy Scouts
- 1910 Scouting Games
- 1912 *Handbook for Girl Guides* (with Agnes Baden-Powell) (Copyright owned by The Guide Association.)
- 1913 Boy Scouts Beyond The Seas
- 1914 Quick Training for War
- 1915 Indian Memories

- My Adventures as a Spy (1924 re-issue: The Adventures of a Spy)
- 1916 Young Knights of the Empire
The Wolf Cub's Handbook
- 1918 *Girl Guiding* (Copyright owned by The Guide Association)
- 1919 Aids to Scoutmastership
- 1921 What Scouts Can Do
An Old Wolf's Favourites
- 1922 Rovering to Success
- 1927 Life's Snags and How to Meet Them
- 1929 Scouting and Youth Movements
- 1933 Lessons from the Varsity of Life
- 1934 Adventures and Accidents
- 1935 Scouting Round the World
- 1936 Adventuring to Manhood
- 1937 African Adventures
- 1938 Birds and Beasts of Africa
- 1939 Paddle Your Own Canoe
- 1940 More Sketches of Kenya

Part 4 – Other information and contacts

Other notable works

The Scout Association also owns a share of the rights to the works of R.C. Sherriff (1896-1975) including the play *Journey's End*, Please address copyright enquiries for these works only to:

Curtis Brown
Haymarket House
28-29 Haymarket,
London
SW1Y 4SP

Telephone: +44 (0)20 7393 4400
email: cb@curtisbrown.co.uk

Current resources

For a complete list of current resources, including factsheets, CD-ROMs, books and other training materials please contact the Scout Information Centre. You can call 0845 300 1818, or view the online catalogue at: www.scouts.org.uk/infocentre

Further information

If you require more information about copyright or Trade Marks, or if you wish to discuss a specific issue, please contact:

Chris James
Creative and Brand Adviser

The Scout Association
Gilwell Park
Chingford
E4 7QW
Telephone: 020 8433 7219
Fax: 020 8433 7103
email: communications@scout.org.uk

Warning

Any unauthorised reproduction of any works owned by The Scout Association is a breach of copyright and an infringement of applicable laws. Non payment of a fee or royalty will result in the revocation of any licence issued. All Scout Association logos and Trade Marks are protected by registration.

Appendix 1

Most commonly used marks (please note this is not an exhaustive list.)

