

OPERATION



BROKEN SILENCE

# INTELLECTUAL PROPERTY GUIDELINES

# INTRODUCTION

We strive to make our brand and media inspirational, but we also need both to be respected. Operation Broken Silence has firm guidelines in place to help you protect our brand, logo, and intellectual property as you support our work. We appreciate your full cooperation to help enforce these guidelines.

This guide is broken down for each type of supporter and partner we have. Here you can discover where you fit into our movement, how to best use our brand and media, and what pitfalls to avoid. This list of supporter types and suggested activities to participate in and avoid are not exhaustive.

## INDIVIDUALS

Donor  
Monthly Giver  
Online Fundraiser  
Volunteer  
Grassroots Activist  
Event Host  
Event Participant

## ENTITIES

Brand Partner  
Corporation  
Small Business  
Church  
University or School  
Social Group or Club  
News or Media  
Blog or Website

## NONPROFITS

Official Partner  
Not An Official Partner

# INDIVIDUALS

## DEFINITION

You are a donor, monthly giver, online fundraiser, volunteer, grassroots activist, event host, or event participant. You may have something special going on with us, but you are flying solo or with friends outside of another institution's capacity.

## DO

[Use these awesome Downloads](#) we've made for you as part of your efforts with us.

Use our name and logo if you are making your own promotional materials for an event.

Use the videos and photos on your fundraising pages to propel your efforts forward.

Clearly state the percentage of purchase price or the exact amount (dollars and cents) that will be donated from an event or campaign.

Reach out to us and request if you can use specific pieces of media that are not part of our *Downloads* or did not come with your fundraising page or event resources.

Ask us questions if you aren't sure of something. Reach us at [info@operationbrokensilence.org](mailto:info@operationbrokensilence.org).

## DON'T

Use our brand or media for any other nonprofit, even if they focus on Sudan or similar issues.

Use other's media that does not belong to us.

Claim ownership of our media. That includes illegally downloading and re-uploading full or partial videos, photos, etc. that belong to us.

Use our name or logo to imply an official partnership, sponsorship, or endorsement of any individual, entity, or nonprofit and their actions.

Associate our name, logo, and brand with any content or advertising including tobacco, drugs, political material, or firearms. We will not allow our name to be associated with any product or service that is obscene, pornographic, violent, intolerant, tasteless, denigrating, or sexually oriented.

Include our name or logo in any merchandise you make. Contact us instead if you would like too.

# ENTITIES

## DEFINITION

You are a brand partner, corporation, small business, church, university or school, social group or club, news or media, or blog or website. You may have something special going on with us outside of these, but you are part of an institution and the effort goes beyond one person or a group of friends in that institution.

## DO

[Use these awesome Downloads](#) we've made for you as part of your efforts with us.

Use our name and logo if you are making your own promotional materials for an event.

Use the videos and photos on your fundraising pages to propel your efforts forward.

Clearly state the percentage of purchase price or the exact amount (dollars and cents) that will be donated from an event or campaign.

Contact us for custom-made promotional materials for your efforts. This is a service our staff provides to larger campaigns.

Ask us questions if you aren't sure of something. Hit us up at [info@operationbrokensilence.org](mailto:info@operationbrokensilence.org)

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Include our name or logo in any merchandise you make. Contact us instead if you would like too.

# NONPROFITS

## **DEFINITION**

You are a nonprofit that has an official partnership with Operation Broken Silence *or* you are not a partner.

Our list of official nonprofit partners is relatively small, and becoming one takes months of hard work. Official nonprofit partnerships are managed directly by our Executive Director, involves regular communication on joint projects, and sometimes has paperwork involved.

Simply put, communication between us or temporarily working together on a specific project or activity does not mean an official partnership exists. Our official partners know who they are, and we know who they are. If you are unsure if you are a partner or not, you are definitely not.

## **OFFICIAL NONPROFIT PARTNER**

Contact our Executive Director to learn what media and intellectual property you may have access to and what rules you must abide by when using our name, brand, media, and intellectual property.

## **OTHER NONPROFITS**

All nonprofits that are *not* official partners of Operation Broken Silence are not permitted to use our name, brand, media, or intellectual property without our written permission.

## FAQ

### **I want to license Operation Broken Silence's media for my entity, nonprofit, or my own work. What do I do?**

Unfortunately we do not license any of our media to others for their own purposes. This is to respect the wishes of our Sudanese program partners, as well as ensure that our work does not get misused or misrepresent the issues we work on.

Operation Broken Silence does sometimes provide wider access to our media and intellectual property to our official partners and top supporters at their request. If you are unsure if you are an official partner or top supporter, contact us at [info@operationbrokensilence.org](mailto:info@operationbrokensilence.org).

### **What happens if I use Operation Broken Silence's media or other intellectual property without permission?**

Operation Broken Silence considers unapproved use of our media and intellectual property as theft, especially when credit is not given to our organization or when our media and images are used to promote the work and campaigns of another individual, entity, or nonprofit.

We'll require you to stop using our media immediately, provide us a written statement that you will never use our work again, and, depending on what you did with our work, we may require you to provide us financial compensation and we may activate our legal counsel to do so. *Easy solution: don't steal our media and intellectual property.*

### **What happens if Operation Broken Silence's media or intellectual property accidentally ends up in our own?**

We understand that a third-party, employee, or intern may have been contracted to design and develop your website, media, or marketing. However, the liability for any infringement ultimately falls on you since you are using our work. If a third party who supplied our media to you is willing to resolve this matter on your behalf and you are in agreement, that third party may contact us directly; however, we cannot initiate contact with the third party since our claim is with you. If the third party is unable or unwilling to resolve this matter on your behalf, we will continue to look to you to resolve the problem. Any effort by you to seek reimbursement from a third party would be between you and the third party as a separate matter.