

# **AXELOS Global Best Practice Intellectual Property Guidelines for Consulting Partners**

**Audience: AXELOS Consulting Partners**

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[AXELOS.com](https://www.axelos.com)

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# 1 Overview

## 1.1 AXELOS CONSULTING PARTNERS

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AXELOS Consulting Partners (ACPs)<sup>1</sup> may only use AXELOS Intellectual Property as set out within these Guidelines.

If you have any enquiries regarding the use of AXELOS Intellectual Property with the ACP context, please contact our Legal Team at [licensing@AXELOS.com](mailto:licensing@AXELOS.com).

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<sup>1</sup> For ease of reference within this document, we may refer to AXELOS Consulting Partners as 'ACPs'.

## 2 Guidelines

### 2.1 DEFINITION OF TERMS

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Term	Definition
AXELOS Intellectual Property	Refers to all intellectual property, including copyright and trade marks, owned by AXELOS.
Copyright	Refers to text, diagrams and tables that form part of the content of the official Global Best Practice portfolio material that is available for re-use in accordance with the terms of your Agreement
Symbol	Refers to the ™ or ® symbols which are used to denote unregistered and registered trade marks. If a trade mark features a ™ symbol, the trade mark possesses unregistered rights. If a trade mark features the ® symbol, the trade mark is registered. It is important that the correct trade mark status is used. For a list of our registered trade marks please refer to <a href="https://www.axelos.com/licensing/product-trade-mark-registrations">https://www.axelos.com/licensing/product-trade-mark-registrations</a> .
Trade Marks	Refers to our logos and word marks.
Word Marks	Refers to trade marks in normal font, for example the product names: PRINCE2®, PRINCE2 Agile®, MSP®, P3O®, P3M3®, M_o_R®, ITIL®, MoP®, MoV® and RESILIA™.

### 2.2 LICENSED MATERIAL

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A separate licence is required for uses outside of the licensed activities (e.g. for providing training to clients, commercial sale of products like books or apps). For more information about the licensing arrangements for products or services outside of the licensed consulting activities please refer to our website: <http://www.axelos.com/Intellectual-Property-Rights/> or email us at [licensing@AXELOS.com](mailto:licensing@AXELOS.com).

### 2.3 MARKETING MATERIAL

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- You **can** use an AXELOS Trade Mark on your marketing material (e.g. advertisements, flyers, brochures, mail shots etc.).
- You **must** clearly distinguish and separate, within marketing material, the licensed services being offered and other goods/services offered.

## 2.4 WEBSITES

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- You **can** use our Trade Marks using the correct symbol on your website in association with the licensed service provided.
- You **cannot** use our Trade Marks on your website on pages that do not reference the licensed service (except for in a header or footer).
- There must be a clear distinction and separation within your website between licensed services being offered and other product or service offerings.
- The acknowledgement statement may be shown either on each page where the Trade Mark appears or be referenced on an acknowledgements/copyright page.

## 2.5 COMPANY, SERVICE OR PRODUCT NAMES

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- You **cannot** use our Trade Marks for a company name, product name or service (the specific consultancy services). This applies irrespective of whether the company, service or product is licensed.
- AXELOS **may** consider a well-reasoned and mutually beneficial case for the grant of a licence in exceptional circumstances. Requests can be sent to [licensing@AXELOS.com](mailto:licensing@AXELOS.com).

## 2.6 DOMAIN NAMES

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In the past, ACPs were permitted to register domains that include within them Trade Marks. ACPs are no longer be permitted to register domain names that include our Trade Marks. Those ACPs who have already registered domains that include these marks will be permitted to continue using these domains until their expiry.

## 2.7 STATIONERY

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The Trade Marks **can** appear on stationery using the correct symbol (e.g. letterheads, compliment slips, etc.) provided that:

- the ACP is licensed for each AXELOS product brand they wish to use; and
- the ACP's name is also included more prominently on the stationery.

AXELOS Trade Marks cannot appear on stationery as the sole Trade Mark unless the document relates solely to the corresponding product.

## 2.8 BUSINESS CARDS

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An AXELOS Word Mark can be used on a business card as long as the correct symbol is used.

Example:

John Smith

PRINCE2® AXELOS Consulting Partner

## 2.9 EXHIBITION STANDS

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An AXELOS Trade Mark may be used on trade show stands, when associated with the licensed service provided by the ACP. The correct symbol must be used.

### 2.10 PROMOTIONAL GOODS

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- An AXELOS Trade Mark, using the correct symbol, may appear on promotional goods (pens, mugs etc.) when used by the ACP in connection with the licensed service provided.
- Where practicable, the Trade Mark acknowledgement statement should also be used.
- Association with other services, products or company logos will need prior written approval from AXELOS, which can be obtained by emailed [licensing@axelos.com](mailto:licensing@axelos.com)

### 3 Annex 1: AXELOS logos guidelines

Logos will be supplied to you by the Partner Account Management Team or downloaded from the Global Partner Portal (GPP).

#### 3.1 AXELOS LOGO USE

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- a. The logos are to be used in accordance with the above guidelines.
- b. The logos contained within this document are for demonstration purposes only. Please use the version which has been supplied to you.



- c. Where the acknowledge statement is **required**, then the logos and acknowledgement statement **must** be used in their entirety. When using the logo the following acknowledgement statement must be present:

The [AXELOS Consulting Partner logo™/P3M3 Consulting Partner logo™] is a trade mark of AXELOS Limited, used under permission of AXELOS Limited. All rights reserved.

## 4 Annex 2: AXELOS trade mark guidelines

### 4.1 AXELOS PRODUCT TRADE MARK (WORD MARK) USE

The table below shows examples how to use Word Marks and acknowledgement statements.

Type of Mark	AXELOS Trade Mark Title	Trade Mark Acknowledgement Statements
Registered	ITIL®	ITIL® is a registered trade mark of AXELOS Limited, used under permission of AXELOS Limited. All rights reserved.
Unregistered	RESILIA™	RESILIA™ is a trade mark of AXELOS Limited, used under permission of AXELOS Limited. All rights reserved.

Where several trade marks are being used together and there is limited space available, the use of the following format is acceptable:

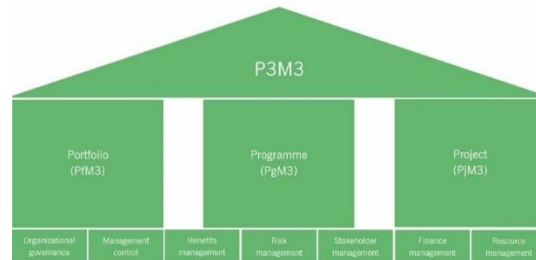
Type of Mark	Trade Mark Acknowledgement Statements
All Registered	ITIL® and PRINCE2® are registered trade marks of AXELOS Limited, used under permission of AXELOS Limited. All rights reserved.
Partially Registered	ITIL® and PRINCE2® are registered trade marks of AXELOS Limited, used under permission of AXELOS Limited. RESILIA™ is a trade mark of AXELOS Limited, used under permission of AXELOS Limited. All rights reserved.
All Unregistered	RESILIA™, PRINCE2™ and PRINCE2™ Agile are trade marks of AXELOS Limited, used under permission of AXELOS Limited. All rights reserved.



## 5 Annex 3: Copyright guidelines

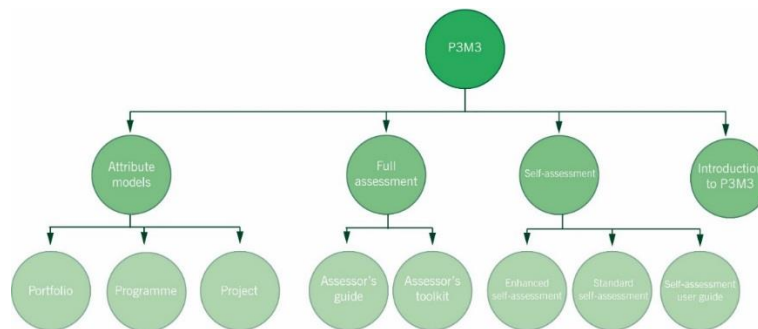
All copyright material re-used from an AXELOS publication must be properly acknowledged by use of an appropriate copyright statement. The statements can be included in the footer, header, watermark, or any other suitable place.

### EXAMPLES: DIAGRAMS AND TABLES



Copyright © AXELOS Limited 2016. Used under permission of AXELOS Limited. All rights reserved.

Where possible also reference the source of the diagram (title of publication, page number etc.), as seen below:



Copyright © AXELOS Limited 2016. Used under permission of AXELOS Limited. All rights reserved. (Figure 1.1 *Introduction to P3M3*®, P3M3® Version 3, p. 6).

### EXAMPLE: COPYRIGHT REUSE IN VIDEOS AND OTHER FORMATS

The same principles apply to videos as they do to hard copy material. Videos need to include the relevant copyright statement.

### EXAMPLE: DERIVATIVE WORKS

When creating a new work that is based upon AXELOS copyright materials, please modify the following statement as needed:

Based upon AXELOS® [Product name ®/™] materials. Material is used under licence from AXELOS Limited. All rights reserved.

## 6 Annex 4: Translated acknowledgement statements

### TRANSLATED ACKNOWLEDGEMENT STATEMENTS

Where preferable, you may use a translated version of the acknowledgement statement that corresponds to the registered or unregistered Word Mark or logo. Examples of translations for registered marks can be seen below. If you are unsure of any translations, please contact us.

Language	Translated Trade Mark Acknowledgement Statement
English	ITIL® is a registered trade mark of AXELOS Limited, used under permission of AXELOS Limited. All rights reserved.
Arabic	ITIL® هي علامة تجارية مسجلة لشركة AXELOS Limited، مُستخدمة بموجب إذن من AXELOS Limited. جميع الحقوق محفوظة.
Brazilian Portuguese	ITIL® é uma marca comercial registrada da AXELOS Limited, usada sob a permissão da AXELOS Limited. Todos os direitos reservados.
Chinese (Simplified)	ITIL® 是 AXELOS Limited 的注册商标，对其使用已获AXELOS Limited许可。保留所有权利。
Chinese (Traditional)	ITIL® 是 AXELOS Limited 的註冊商標，經 AXELOS Limited 授權使用。版權所有。
Czech	ITIL® je registrovaná ochranná známka společnosti AXELOS Limited používaná s jejím svolením. Všechna práva vyhrazena.
Danish	ITIL® er et registreret varemærke tilhørende AXELOS Limited, som anvendes med tilladelse fra AXELOS Limited. Alle rettigheder forbeholdes.
Dutch	ITIL® is een geregistreerd handelsmerk van AXELOS Limited, gebruikt met toestemming van AXELOS Limited. Alle rechten voorbehouden.
Finnish	ITIL® on AXELOS Limited -nimisen yrityksen rekisteröity tavaramerkki, jota käytetään AXELOS Limitedin luvalla. Kaikki oikeudet pidätetään.
French	ITIL® est une marque déposée d'AXELOS Limited, utilisée avec l'autorisation d'AXELOS Limited. Tous droits réservés.
Greek	Το ITIL® είναι σήμα κατατεθέν της AXELOS Limited και χρησιμοποιείται κατόπιν αδείας της AXELOS Limited. Με την επιφύλαξη παντός δικαιώματος.
German	ITIL® ist eine eingetragene Marke von AXELOS Limited, verwendet mit der Genehmigung von AXELOS Limited. Alle Rechte vorbehalten.
Hungarian	Az ITIL® az AXELOS Limited bejegyzett védjegye, melynek használatához az AXELOS Limited hozzájárult. Minden jog fenntartva.
Italian	ITIL® è un marchio registrato di AXELOS Limited il cui uso è consentito solamente previa autorizzazione di AXELOS Limited. Tutti i diritti riservati.
Japanese	ITIL® は AXELOS Limited の登録商標であり、AXELOS Limited の許可のもとに使用されています。すべての権利は留保されています。
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Polish	ITIL® jest zarejestrowanym znakiem handlowym należącym do firmy AXELOS Limited i używanym za jej zgodą. Wszelkie prawa zastrzeżone.
Portuguese	ITIL® é uma marca registada da AXELOS Limited, utilizada sob autorização da AXELOS Limited. Todos os direitos reservados.
Romanian	ITIL® este o marcă înregistrată a AXELOS Limited, utilizată conform permisiunilor AXELOS Limited. Toate drepturile rezervate.

