

FAQ: Updates to Intellectual Property Policy



Q: What is the purpose of the updated Intellectual Property (IP) Policy?

A: The updated policy ensures that Young Living’s intellectual property (IP) is used appropriately and consistently while protecting the integrity of the brand. It clarifies permitted uses of Young Living IP, introduces guidelines for online marketing, and emphasizes compliance with legal and contractual obligations.

UNDERSTANDING THE CHANGES

Q: What are the key updates in the policy?

A: Major updates include the following:

Expanded definition of intellectual property (IP):

Now includes names, trade names, trademarks, logos, slogans, hashtags, web addresses, text, photographs, and videos owned by Young Living.

Authorized uses:

Brand Partners can use certain Young Living IP, such as photographs, videos, and product descriptions, but only during the term of their Agreement.

Prohibition on unauthorized use:

Brand Partners may not use Young Living IP for activities outside their Agreement or for selling third-party materials like branded merchandise, books, or apps.

Restrictions on IP ownership:

Brand Partners cannot apply for, own, or register any Young Living IP or anything confusingly similar as a trademark. If this has occurred, Brand Partners must transfer ownership to Young Living upon request.

Clarification on paid marketing:

Brand Partners must use the phrase “Young Living Independent Brand Partner” for any online paid marketing campaigns involving Young Living IP.

OPERATING YOUR BUSINESS WITH THE CHANGES

Q: How can I use Young Living IP in my business?

A: You can use Young Living IP to build and manage your Young Living business in ways such as the following:

Permitted use:

Copying and using photos, videos, and product descriptions provided on Young Living’s official websites or services.

Promotional materials:

Developing online or printed materials that are directly related to promoting your Young Living business.

Marketing campaigns:

Running paid online ads or campaigns, provided you include the phrase “Young Living Independent Brand Partner.”

Q: What is prohibited under the updated policy?

A: Prohibited actions include the following:

- Using Young Living IP for activities outside your Agreement without prior written authorization.
- Selling materials containing Young Living IP, such as branded merchandise, software, or books.
- Applying for, owning, or registering any Young Living IP or a similar trademark, logo, or symbol.
- Failing to cease use of Young Living IP after termination of your Agreement.

Q: How should I approach paid advertising with Young Living IP?

A: Paid advertising, including Google AdWords, social media ads, and content syndication, must:

- Clearly state the phrase “Young Living Independent Brand Partner.”
- Comply with all Young Living policies and applicable advertising laws.
- Avoid creating the impression that your materials are official Young Living communications.

Q: What should I do if I previously applied for or registered a trademark similar to Young Living IP?

A: If you have applied for or registered a trademark similar to Young Living IP, you must:

- Notify Young Living immediately.
- Assign the application or registration to Young Living at no cost within 10 days of receiving a written request.

Q: What happens to my authorization to use Young Living IP if my Agreement is terminated?

A: Upon termination of your Agreement:

- Your authorization to use Young Living IP automatically ends.
- You must immediately stop using all Young Living IP, including text, photographs, and videos.

Q: How does the updated policy protect my business?

A: The policy ensures consistency and integrity in the use of Young Living IP, which protects the value of the brand and your ability to promote it. By clarifying permitted uses and restrictions, the policy helps avoid misuse that could harm your reputation or violate legal standards.

Q: Who can I contact if I have questions or concerns?

A: If you have questions about the policy or need clarification, contact the Young Living Compliance team at conduct@youngliving.com. They are available to guide you in ensuring compliance with the updated IP policy.