



FREQUENTLY ASKED QUESTIONS

Q: What is the READ® Design Studio?

A: The American Library Association's Celebrity READ Campaign has been an internationally recognized program for more than 30 years. Classic posters like Mickey Mouse, George Burns, and Elvis have been joined by Seth Meyers, Daveed Diggs, Octavia Spencer, Yo-Yo Ma, Misty Copeland, and the cast of The Big Bang Theory, to become one of the most recognized literacy campaigns today. ALA members and customers have requested an authorized, trademark-compliant way to make their own READ posters featuring local celebrities and patrons. ALA Graphics provides the means to do so with the READ Design Studio, a variety of products that offer professional-quality art and design files that allow for reproduction and use of the READ trademark. Products currently offered by the READ Design Studio include READ Design Studio Starter Pack, and READ DVD Genres & Subjects.

Q: How can the ALA trademark a common word, such as READ? Does the ALA have a trademark on the word READ or a specific way it is used?

A: Many entities and individuals obtain trademarks on common words. For instance, the word "apple" is also a very valuable, registered trademark. The same is true with READ, which is registered in connection with specific products. The READ mark is not a logo and a word itself cannot be copyrighted. ALA owns the trademark READ for use in connection with "posters intended to encourage reading." ALA has been using the mark since January 1976 in this regard. ALA's trademark ownership also includes a reasonable zone of expansion to include other printed and electronic items to promote literacy, such as bookmarks.

Q: Why does it matter if I use the READ trademark without a license?

A: A trademark owner has a duty to monitor and protect the trademark it owns or the trademark could become considered abandoned. That is, failure to police and protect a trademark could result in many parties using the trademark without the authority or approval of the trademark owner and as such, the trademark will fail to designate a source.

Q: What if I'm proficient in Photoshop and want to create posters without using the art files on a READ Design Studio Flash Drive? Is there a way to purchase just the license for using the READ trademark?

A: The purchase of any READ Design Studio Flash Drive is the purchase of the license agreement. Purchasing a Flash Drive does not necessarily require you to use all the contents of the Flash Drive, but does provide ALA with the ability to control the use of its trademark, which is critical to the viability of the trademark.

Q: Can I create my own READ fonts and/or use my own backgrounds without violating the license agreement?

A: In order to protect the use of the READ mark, licensed users must make use of only the READ fonts available on the READ discs. However, under the parameters of the license agreement, ALA gives the owner of the READ Design Studio Flash Drive the right to use the READ marks included on the READ Flash Drive with any book and any background of their choosing.

Q: Does the ALA have other reasons to monitor and protect the use of the READ trademark?

A: If someone uses ALA's trademark without its approval it could result in the implication of an endorsement by, affiliation with, or sponsorship from the ALA for such product or promotion.

Q: The license agreement states that the images and layouts "may not be sold or rented, or downloaded or transferred electronically such as on an electronic network or bulletin board". But in the Creative Ideas page it suggests using the posters as web graphics. With the purchase of the license, can we post our read posters on our web site?

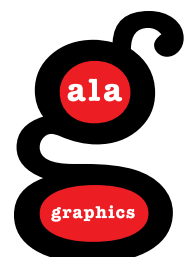
A: For clarification, we have deleted the phrase in the license that refers to content being "transferred electronically such as on an electronic network or bulletin board" to reflect that it is within the rights of the user to post their READ posters to their website.

Q: Can I sell the READ posters or other items I create for sale using the software?

A: We have clarified language in the license with regard to who can use discs from the READ Design Studio as follows: "The Content and Trademark are for use by non-profit entities for the sole purpose of promoting reading and literacy (the "Purpose"). The Content and Trademark may not be used by any individual or entity that is for-profit and may not be incorporated in products offered for sale or used for commercial, advertising, or marketing purposes other than in furtherance of the Purpose." However, we do realize the value of local, personalized READ posters and how they can be valuable promotional tools. For this reason, we allow non-profit entities to offer READ posters in exchange for donations (e.g. a patron makes a donation and receives a READ poster as a thank-you gift).

The license can be found at: https://alastore.ala.org/sites/default/files/RDS%20Flash%20Drive_License_Agreement.pdf

The use of the trademark as described in this document applies worldwide.



alastore.ala.org