

# Intellectual Property Licenses



## Licensing and Services

**A Leadership Architect® intellectual property license lets organizations embed competency language into existing systems, leverage familiar technology to streamline new program initiatives, and gain early buy-in for new programs.**

## Intellectual Property Licenses— Tailored to your needs

### **Alter, copy, modify, use.**

Many of the tools in the Leadership Architect® Suite are available as intellectual property licenses for your organization's internal use. Purchasing a Lominger intellectual property (IP) license gives your organization the freedom to alter, copy, and modify Lominger content for use within your organization.

Organizations can use an intellectual property license to:

- ▶ Create a competency model for your organization
- ▶ Create competency-based job profiles and descriptions
- ▶ Modify Leadership Architect® Competency definitions to fit your corporate culture
- ▶ Load Leadership Architect® competencies into your performance or talent management systems
- ▶ Put Lominger's competency-based interview questions into your own database or recruitment software for easy retrieval
- ▶ Create an individual development plan application and load the FYI: For Your Improvement™ content into your internal systems

### **Two client case studies**

A major biotech firm purchased an IP license last year and mapped their own success profile to the Lominger Leadership Architect® competencies using the Lominger language in all supporting materials. Now managers and employees are "speaking the same language" and are seeing it throughout their own internal resources.

A multinational Fortune 500 company purchased an IP license during the design and implementation of nine key behaviors supporting their four core values. The nine key behaviors chosen were based on Lominger Leadership Architect® competencies. The organization is adding a 10th key behavior and continues to use Lominger competency language in their talent management process.

### **Your situations. Our solutions.**

Our intellectual property licenses let you incorporate Lominger content into your internal systems and tailor them to your organization's needs. Many licenses are available in multiple languages. Contact [licensing@kornferry.com](mailto:licensing@kornferry.com) for language availability or to request more information on any of our intellectual property licenses. Information about specific licenses is available on our website at <http://store.lominger.com>.

## Lominger FAQ about IP Licenses

### What does an IP License allow you to do?

An IP license allows you to use and copy the Lominger content and create derivative works based on the Lominger content for internal business use.

### What do you mean by Lominger content?

All of Lominger's products (e.g. books, placemats and sort cards) are protected by copyright. The content contained within these products make up Lominger's intellectual property. Any use of the Lominger products without an Intellectual Property license is copyright infringement.

### What is a derivative?

A derivative is any translation, modification, correction, addition, extension, upgrade, improvement, compilation, abridgment or other form in which enough original creative work has been added so that the new work represents a new original work of authorship.

### What do you really buy?

The "right" to:

- Load Lominger's content on your intranet for your employees to print and use.
- Incorporate the content into internal training materials.
- Create condensed versions of the content. (e.g., include only 15 of the 23 chapters)
- Change the content. (e.g., renaming some of the competencies to better fit the organization)

This is only some of the examples of things you can do with our content. When you purchase an IP license, the possibilities are almost endless with what you can do with the Lominger content within your organization.

### In what format is the content provided?

The content is provided in Word or Excel format. It is not formatted like the books or cards. We provide the content in this way so you can create your own materials.

### Can I translate the content in other languages?

Yes, however, there is an additional cost for this right.

Lominger has a number of its products available in multiple languages. Our core languages are German, Spanish, French, Italian, Simplified Chinese, Brazilian Portuguese, and Japanese.

Translations are an important part of our business and we have a dedicated team that controls who and how our content is translated. Because of that, we have the highest

quality translations available and continuously strive to update and maintain that quality. We charge a separate fee for our translations because we want you to pay for only what you need. If you need more than 1 language, we can offer a cost effective bundle. The more you buy, the more you save.

Want all of our languages and the flexibility to translate the content into other languages? We have a license for that.

### Can I create a 360° feedback survey with my content?

Yes, but you will need to purchase an additional license. If your organization wants to create your own 360-degree multi-rater feedback instrument, you will need to purchase a Feedback license. This license is priced based on the number of employees that you are planning to submit to the survey per year. You don't need this license if you are using the VOICES® 360° Feedback survey.

### Why do I need to buy a license? Other companies don't make me buy a separate license.

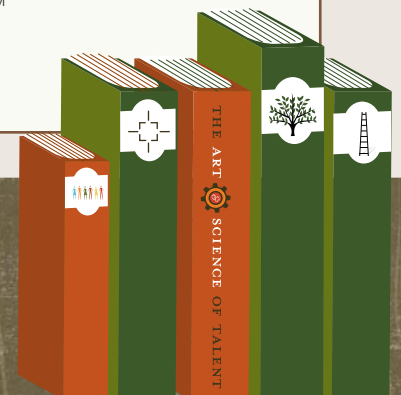
Lominger has an ala carte model – which means that you pay for only what you need. We put the power in your hands - choose to use a consultant to implement your initiatives or do it yourself through knowledge transfer or both. With the separate IP license, you can embed and cascade the Lominger content throughout your organization the way you want, when you want and how you want.

### Why do I have to complete a Request For Information (RFI) form? Can I just tell you what product I want and you give me the price?

The RFI starts the dialogue between us. The more we know about your organization the better we can meet your needs. Most of Lominger's IP Licenses are priced on the total employee count of an organization and/or the number of employees using the content. With this information the licensing department will be able to provide you with a price quote and answer your questions about products that best fit your organization size. Also, this information is used to prepare your license agreement if you choose to move forward with the license.

### What type of Technical Support will I receive when I purchase an IP license?

Lominger does not provide technical support for loading the content in your intranet system or internal software. You are not receiving a software system. We provide raw content, in a Word™ or Excel™ format.



## FAQ continued

### **Do I receive instructions on how to use the content?**

No. You do not receive instructions on how to use the materials. If you need directions for using the content we recommend you attend one of our Certification classes or contact one of our Account Executives at (952) 345-3610.

### **Does the license also include consulting?**

No. Purchasing an Intellectual Property license does not include consulting services; however, if you need help implementing the content and/or customizing to fit your organization we have consultants that can help you for an additional fee. Contact an Account Executive at (952) 345-3610 for more information.

### **My company has 10,000 employees but I want to start with a pilot program and use the content with 200 employees. Do you have a license that fits my need?**

Yes. We offer pilot licenses for the FYI For Your Improvement™, and the CAREER ARCHITECT® Development Planner Book. You may purchase this license based on the number of employees using the content.

### **Do I need to buy a FYI license if I bought the FYI book? Can I just re-type all the words?**

No. You need to buy a license to reproduce our content or to create derivatives. Retyping our content or using our content to create customized materials without a license is copyright infringement.

### **What do I need to do to purchase a license?**

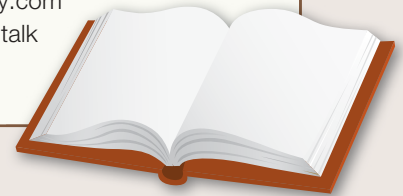
First, together we will determine which Lominger IP License(s) will best meet your needs.

Then the Lominger licensing department will send you the License Agreement. This Agreement must be signed and returned to the Lominger licensing department.

After receiving the signed license agreement, we will generate the invoice for your Lominger IP License and provide the content to you via electronic transfer.

### **Who do I contact to get started?**

Please contact [licensing@kornferry.com](mailto:licensing@kornferry.com) or call (952) 345-3610 and ask to talk to the Licensing Department.



## Lominger IP Licenses

**Licensing Basics.** The purchase of a Lominger intellectual property (IP) license enables you to take Lominger's research-based and experience-tested content and "surface coat" it with your organization's unique phraseology or tailor it to meet your organization's specific needs. By purchasing a license, you are purchasing the freedom to alter, copy, and modify Lominger content for use within your organization.

**Licensing Uses.** Here are a few examples of the types of things you can accomplish with the purchase of an IP License for Lominger products (depending on the License purchased):

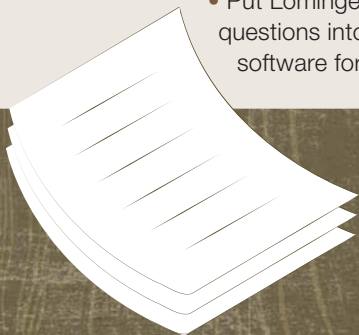
- Create a competency model for your organization
- Create competency-based job profiles and descriptions
- Modify LEADERSHIP ARCHITECT® Competency definitions to fit your corporate culture and business needs
- Load LEADERSHIP ARCHITECT® Competencies into your performance management or talent management system
- Put Lominger's competency-based interview questions into your own database or recruitment software for easy retrieval

- Make Lominger content available to employees via your password protected Intranet site



















**License Files.** With the purchase of a Lominger IP License, you receive an electronic file (typically Word or Excel) containing the text content of the product file you purchased. Then you may copy and modify the content for your organization's internal use. In a nutshell, Lominger IP Licenses enable you to take Lominger's research-based content for HR practices and "make it your own."

**Licensing Prices.** Most of Lominger's IP Licenses are priced on total employee count. Lominger's research-based and experience-tested content is intended to be integrated into internal systems and processes that usually reach all levels of an organization. We have pilot licenses available for some products; please inquire.

**Licensing Process.** After you have decided which Lominger IP Licenses best meet the needs of your organization, Lominger will send you the License Agreement. This Agreement must be signed and returned to Lominger before we can provide the content file. After signing the Agreement, we will deliver the files via electronic transfer and generate the invoice for the Lominger IP License.



## IP License Core Content

License	Competencies	Factors/ Clusters	Developmental Remedies	Performance Dimensions	Interview Questions	Aspects	Job Assignments	Add'l Learning Remedies
Leadership Architect® Competency License								
FYI For Your Improvement™ License								
Career Architect® Development Planner License								
Leadership Architect® Factor/Cluster License								
Performance Management Architect® License								
Interview Architect® License (competency level)								
Interview Architect® License (factor/cluster level)								
Strategic Alliance License								

**Competencies** = Titles, Skilled definition, Unskilled definition and Overused Skill definition for 67 Competencies and 7 Global Focus Areas; Titles, Problem definition and Not a Problem definition for 19 Career Stallers and Stoppers; Factor/Cluster titles only; Divider card and rating scale content

**Developmental Remedies** = Causes, Mapping and Remedies; Develop-in-Place Assignments; Quotes and Suggested Readings (English only)

**Performance Dimensions** = Titles, Skilled definition, Average definition, Unskilled definition and Overused Skill definition for 10 Universal Performance Dimensions

**Interview Questions** = Interview questions to conduct structured interviews to assess candidates on the 67 Competencies, 7 Global Focus Areas; 19 Career Stallers and Stoppers and 10 Universal Performance Dimensions

**Aspects** = Illustrative behavior descriptors and tuning statements for each of the 67 Competencies

**Job Assignments** = Develop-in-Place Assignments and Full-time Assignments for each of the 67 Competencies, 7 Global Focus Areas, 19 Career Stallers and Stoppers and 10 Universal Performance Dimensions

**Additional Learning Remedies** = Learning to learn better; Learning from experience, feedback and other people and Learning from courses for 67 Competencies, 7 Global Focus Areas, 19 Career Stallers and Stoppers and 10 Universal Performance Dimensions

**Languages:** Many licenses are available in our core languages: French, Spanish, Italian, German, Simplified Chinese, Japanese and Brazilian Portuguese. Other languages may be available.



For more information please  
contact [licensing@kornferry.com](mailto:licensing@kornferry.com)

[www.lominger.com](http://www.lominger.com)

