

## Licensing Agreement

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We want you to be able to promote and celebrate your involvement in Lean In Circles, so we're providing you with Circle and Chapter logos and other branded materials to promote your involvement. Your use of these logos and materials is governed by the following terms. In addition, anyone using our Circle and Chapter logos must adhere to the specifications and recommended language in the accompanying **Circles Style Guide**.

- You may use the logos and graphics in the downloadable file titled, "Marketing Kit" (or "Circle Assets") without modification, in accordance with these terms, in any media worldwide.
- You may not use the Lean In logo without explicit permission from LeanIn.Org.
- You may only use the Circle Assets in connection with your Circle or Chapter activities and for promoting Lean In's message and philosophy.
- You may only personalize the Circle and Chapter logos in accordance with the design specifications in our **Circles Style Guide**.
- When you use the Circle Assets on a website, brochure or signage, you must include the following language: "As a participant in Lean In's Circle program, [Circle/Chapter name] is using Lean In's name, program logos and other branded materials under a license from LeanIn.Org. [Circle/Chapter name] is an independent group, and LeanIn.Org does not control its activities. Visit [leanin.org](http://leanin.org) to learn more about Lean In and its programs." This language is also available in the **Circles Style Guide**.
- Use of these Circle Assets does not constitute endorsement by LeanIn.Org, and it must be clear in your usage that you are not acting on behalf of the organization.
- You may not use the Circle Assets for any commercial or for-profit purposes or authorize any third parties to use the Circle Assets.
- You may not use the Circle Assets in conjunction with any text or content that may tarnish, disparage or otherwise bring into ill regard to LeanIn.Org, or that is false and misleading about LeanIn.Org or its activities.

- You may link to content on the Lean In website as long as you clearly display the *leanin.org* URL.
- You may excerpt up to 150 words of content from the Lean In website as long as you clearly cite the source: “This is excerpted from the Lean In website. For more information, visit [leanin.org](http://leanin.org).”
- You may excerpt up to 150 words of content from the book *Lean In* by Sheryl Sandberg as long as you clearly cite the source: “This is excerpted from *Lean In* by Sheryl Sandberg. For more information, visit [leanin.org/book](http://leanin.org/book).”
- You may not use LeanIn.Org’s content without attribution, make changes to that content, or present your own content as that of LeanIn.Org.
- The Circle Assets are trademarks and services marks of LeanIn.Org. All goodwill generated from the use of the Circle Assets will inure to the benefit of LeanIn.Org.
- Your use of the Circle Assets must be consistent the high quality and reputation of LeanIn.Org and its products and services. If requested by LeanIn.Org, you will provide the organization with a sample of all proposed uses of the Circle Assets for prior approval.
- LeanIn.Org reserves the right to terminate your use of the Circle Assets at any time.