

Intellectual Property

RECOMMENDATIONS FOR
HEALTHY BEGINNINGS COHORT

Intellectual Property (IP) In Stages

The document was created to provide guidance and recommendations on how to safeguard and contextualize intellectual property. These tips were created using the mural activity from September's session on Intellectual Property. They are broken down into 3 stages and highlight areas to consider while working with individuals' IP.



BEFORE



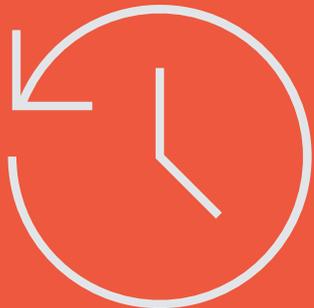
DURING



AFTER

BEFORE

The following are recommendations to consider *prior* to collaborating with intellectual property holders.



- Know that it's okay to **ASK how collaborators would like to be cited.**
 - ✓ *This is a conversation that you should have prior to product development, whether it be in your contracts or through discussions.*
- **Build non-disclosure agreements or contracts** that outline activities, budgeting/compensation, and processes that will protect the Intellectual Property of future collaborator.
- **Understand and identify all key players** who will be involved throughout the entirety of the relationship.
 - ✓ *TIPS: Consider WHO OR WHAT will continue to be there for the long run to help maintain the relationship? This could be department leads, programs, etc.*

DURING

The following are recommendations to consider *while* working and collaborating with intellectual property holders.



- **COMPENSATE, COMPENSATE, COMPENSATE!**
Consider ways to compensate BIPOC, LGBTQ+, and/or folks with lived experiences for their intellectual property and safeguarding of it.
- **Ask questions in the beginning** that address what resources, needs, or technical assistance IP holders need in exchange for their time and expertise. Compensation does not always have to mean \$\$, even though it is necessary!
- **Cite collaborators at all levels**, whether it be public-facing documents, presentations, websites/logo placements/online materials, discussions, etc.

AFTER

The following are recommendations to consider *after* working and collaborating with intellectual property holders.



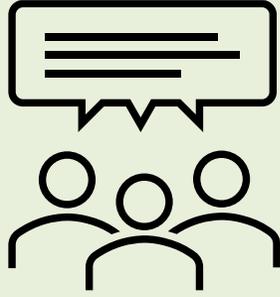
- **Timeliness is crucial** and changes to development/products should always involve IP owners.
 - ✓ Consider asking: *What are the obligations/process to re-use or edit information?*

AT ALL STAGES

The following are recommendations to consider *throughout all stages* of collaboration with intellectual property holders.



- 3 C's: **Celebrate, Cite, and Compensate** the scholarship, IP, and contributions of BIPOC and Queer scholars. Ask yourself:
 - ✓ *"In my privilege, (i.e., white privilege or privilege that comes with professional positionality), what does it mean to lead a project?" (Sept. Mural Board Activity)*
 - ✓ *How do I ensure that my contributions are not detrimental to the individual/organization whom I am seeking intellectual property from?*
- **Authorship should always include ALL COLLABORATORS** in any new developments and/or instances where IP is being shared.
 - ✓ *EXAMPLE: Citing or compensating a professional for providing revisions to a document versus thinking that adding their revisions are a form of payment their expertise and time*
- Educate the wider audience on why **contextualizing the safeguarding IP** is really important and respectful, and if we don't protect IP, it continues to perpetuate harm.
- Consider implementing a **standard profit-sharing model**, especially in instances where IP will be shared indefinitely.



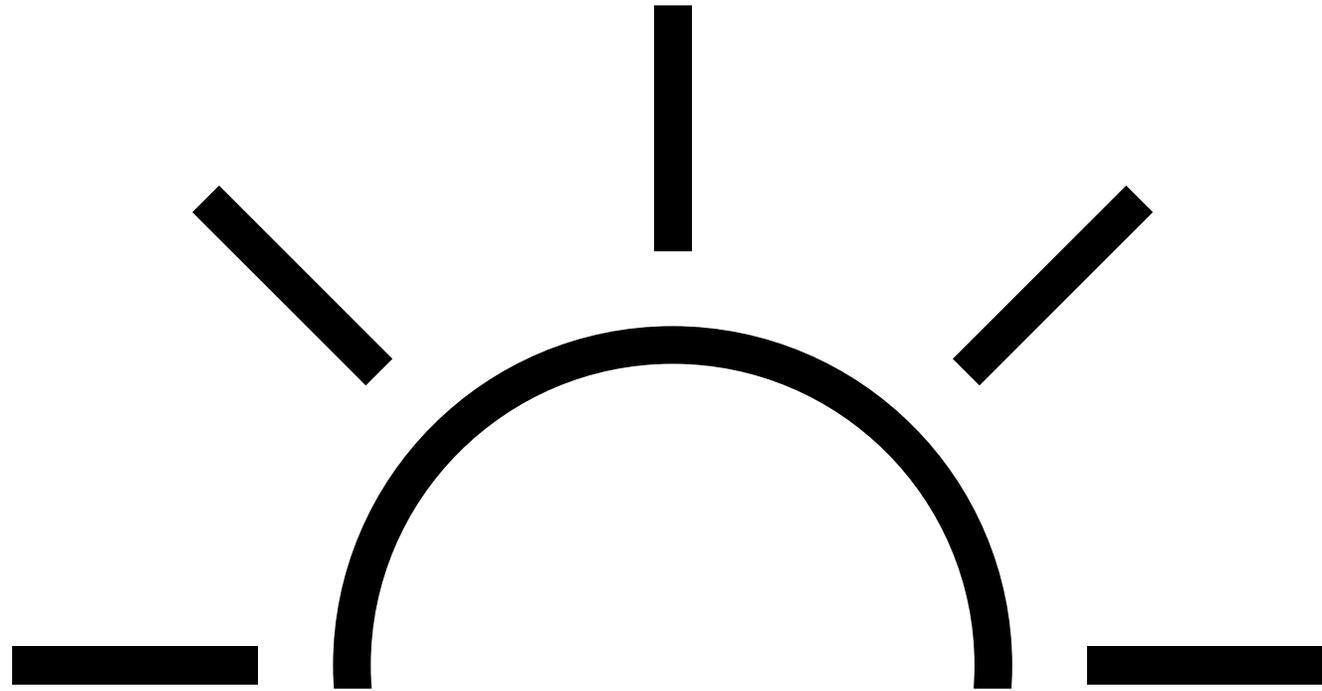
Title V Considerations:

Policy Change Recommendations:

- To compensate, cite, and celebrate IP of BIPOC and LGBTQ+ MCH leaders, consider:
- Changing protocol to establish relationships
- **MORE VOICES = MORE CHANGE.**
 - ✓ Find resilience in your own work - consider internal collaborations and what it takes to develop partnerships appropriately
 - ✓ Example: At an organization 80% of staff complained about the way the organization does not uphold or compensate intellectual property of BIPOC community leaders volunteering on advisory councils. The organization has a policy that mandates change take place when there are over 5 written complaints highlighting the same information. As a result, the staff were able to change the policy of the advisory council to mandate compensation for community leaders participating.

Other Recommendations:

- When working with tribal nations, identify key players who will **ALWAYS** be present to provide support and are intentional about upholding the values of the IP holder.
- **Key players should be reachable** even after the end of the collaborative, in the case that any updates are made by the IP holder.
- Ensure that in grant applications that focus on equity, **you are equitably funding**, re-imagining your budgets, and distributing funds toward the thought leaders that informed and impacted the work.
- Who will be the **point person for the entirety** of this relationship with IP holder?
 - ✓ *TIPS: Many states are experiencing high turn-over rates in employment. Consider maybe what programs/department leads may be a good point of reference.*
 - ✓ *NOTE: Skipping this step can further perpetuate harmful use of IP.*



CONTRIBUTORS

We want to thank the *Healthy Beginnings Steering Committee Members and Members of the Healthy Beginnings Cohort* for their contributions to creating this document.