



Process for Requests to License Suzuki Pedagogy, Music, or Trademark

Adopted by the ISA Board of Directors October 16, 2018

1. Request to use the Suzuki trademark:
 - a. If received by Alfred, Alfred notifies the ISA CEO and Chair.
 - b. If received by the ISA, the ISA notifies Alfred.
 - i. Alfred has the right of first refusal to publish ISA licensed materials.
 - c. ISA must approve all such requests
 - d. ISA issues the license
 - e. It is the responsibility of the licensee to arrange for publication.
 - f. Example: scale book meant for use by Suzuki teachers but doesn't use anything Alfred prints.

2. Request to use part of core material, to which the ISA owns copyright, in another product:
 - a. If received by Alfred, Alfred notifies the ISA CEO and Chair.
 - b. If received by the ISA, the ISA notifies Alfred.
 - c. Must be ISA approved and licensed.
 - i. ISA generally does not license use of the printed music in the Method for print or use in other products.
 - ii. ISA license is needed to cover the use of the pedagogical content and/or name.
 1. The current process to request a license is:
 - a. Review the Publications policy at international-suzuki.org.
 - b. Contact the CEO of the ISA to request a license application.
 - c. Submit a license application with fee to ISA
 - d. Submit the \$500 review fee
 2. Royalty to the ISA is 8%.
 - d. Licenses to cover the other rights addressed in copyright law are also required, depending on the usage. These are usually issued by Alfred if the new usage derives from the print or recorded products.
 - i. Mechanical
 - ii. Sync
 - iii. Print
 - iv. Apps - Includes audio accompaniment app because the piano part being played is from the print music

3. Request to license material from a non-core supplemental product:
 - a. If the product is not a licensed Suzuki supplemental product and the request is to make a derivative of that supplemental book or use portions of that book:
 - i. Request will go to Alfred who will then forward it to the copyright holder, most often Alfred.
 - ii. Requests for products that have Summy-Birchard copyrights will be handled by Alfred.
 - iii. Follow normal Alfred licensing procedures.
 - b. If the product is a licensed Suzuki supplemental product and the request is to make a derivative of that supplemental book or use portions of that book:
 - i. The request will go to the company who issued the original license (ISA, Alfred, etc.)
 - ii. Procedures listed above will then apply.

Questions for a license application:

1. Does the product include excerpts of the print music from the Suzuki Method?
2. Does the product include audio or video of the music printed in TSM?
3. If yes, is the audio the published Suzuki recordings or a new recording you have created?
4. Is the word Suzuki in the title?
5. Do you plan to use the word Suzuki in advertising the product?
6. Who is the intended market for the product?