FAQ: What are legal and illegal uses of the term ‘STEAM Education’ and the affiliated trademarked definition and logos?

Although we regularly applaud other’s efforts to promote the STEAM movement, it seems clear that the use of STEAM Education variations on our business name, research, products and reputation can (and actually seemingly do at times purposefully) confuse and potentially misinform people seeking STEAM Education services, products and/or advice. Related activities are actionable under various state, federal and international laws and can cause individuals and affiliated group(s) to be liable. Related activities can include breeches of one or more of the following regulations; false designation of origin, intellectual property infringement, unfair competition, trademark infringement, trademark dilution, secondary liability, fraud, false advertising, cybersquatting and/or defamation (libel/ slander), not a complete list, others may apply. *Wiki references above, please contact your council for legal advice.

Those making claims of being knowledgeable about STEAM education on a deeper level or having expert knowledge and/or offering similar, competitive or related products, services or advice, even for free seem to have, and will continue to, cause confusion among the public in education and consumers. If you are monitoring a group or editing or publishing on this topic, supporting such claims are also related to a variety of legal regulations. Additionally these can include; the Anticybersquatting Consumer Protection Act of 1999, (ACPA- wiki) which is embodied in the Lanham Act and regulated by the Federal Trade Commission,(civil) the Antitrust Division of the U.S. Department of Justice, (criminal) under antitrust laws. The FBI has a division to investigate potential public corruption, singularly and with agreements. Internationally, the FBI hosts the International Anti-Corruption Coordination Centre (IACCC) including; Australia, Canada, New Zealand, Singapore & the UK. One foreign example is the UK’s Trading Standards Authority regulating the Consumer Protection from Unfair Trading Regulations 2008 & the Rights Act of 2015.

STEAM Education LLC is owned by Georgette Yakman and includes rights of US-based and foreign trademarks of the research-backed STEAM definition. We ask people using STEAM to cease and desist any use that crosses over into defaming STEAM Education LLC’s and Georgette Yakman’s reputation of self, business and research. Research and commentary on STEAM Education including; learning, proving or disproving or using and reporting on the work, can and should be done professionally, appropriately, honestly, fairly and politely.
1. Georgette Yakman began using the business name STEAM Education in January 2007 as a registered and licensed professional development educational research company based in the Commonwealth of Virginia, USA.

2. Georgette Yakman is the internationally established expert and policy advisor as the founding researcher of the concept of STEAM Education.

3. Georgette Yakman has established priority in the business name and mark because the use of the research methods and related marks precedes everyone else’s in the field and no other research has topped nor discredited Georgette’s since 2006.

4. Georgette Yakman has registered and trademarked the STEAM Education stylized name, the defining sentence of the theory and affiliated branding items in the US and internationally with uses dating back to 2007.

As a result of these efforts, global customers, and the general public, have come to recognize STEAM Education as an established and successful service with products based on our business practices and Georgette’s reputation and research.

We wish for research to be respected and upheld unless alternate research is available to disprove the practices accurately tied to STEAM Education’s research and practices. Blank copy of a STEAM Cease and Desist Letter.
CEASE AND DESIST OF MISLEADING INFORMATION IN RELATION TO STEAM EDUCATION

To Whom It May Concern:

Potentially relevant legally regulated issues to consider:

- using the reputation of STEAM Education by using a name that is confusingly similar to STEAM Education’s research-based business, there can be additional issues if you or any of your employees or affiliated advisors have previous knowledge of our work and/or make claims in relation to STEAM education research for your products or services.

- using a name that implies your group has expertise in a field where you do not seem to have an appropriate established record of expert knowledge.

- offering STEAM professional development, especially to educators or administrators in accredited programs, more for those accepting public funding, and where you do not seem to have an appropriate established record of expert knowledge. There can be additional issues if you or any of your employees or affiliated advisors have registered for our professional development course under our official Terms of Service and non-compete agreement.

- infringing on our ownership of the trademarked research-backed definition (freely available to the public to be properly used and referenced for research and practice for advancement of the fields of education)

- infringing on our ownership of the trademarked logo with the research-backed definition embedded in it. For legal use by our official current affiliates and clients. (freely available to the public to be properly used and referenced for research and practice for advancement of the fields of education)

- infringing on our ownership of the trademarked pyramid of the mapping of the subject and business fields. (freely available to the public to be properly used and referenced for research and practice for advancement of the fields of education)

- course materials and content knowledge under the registered names and trademarks of STEAM Education, LLC owned by Georgette Yakman.
Claiming STEAM certified employees not by us. If you paid another program, even an accredited one to offer you a certification, please check to see that group has an affiliation with us, unfortunately even some higher education institutions and public officials are now seemingly violating regulations relating to STEAM Education’s trademarks and/or certification process.

Please be advised that we are prepared to take all actions necessary to protect Georgette Yakman’s and STEAM Education’s integrity, reputation and business rights, as well as related rights of the people. Please, upon receipt of this notice, agree to cease and desist further improper use of ‘STEAM Education’ and related variations and inform us that you have done so. Furthermore, you should sign the statement below certifying that you will cease using false claims. We recommend that you consult with an attorney before taking any alternative action.

If you or your attorneys have any questions about this letter, please feel free to your own legal advisors and have them contact us if you believe you have legitimate reasoning to continue making claims.

Regards,

Georgette Yakman

CEO - STEAM Education LLC
I, ______________________, personally, and on behalf of the ___________________________ organization / group / company, agree to immediately cease and desist from any and all further use of promoting misleading information related to STEAM Education.

- I agree to remove all inaccurate and misleading references to STEAM Education by me and my affiliated organization / group / company that is not accurate.

- If I or my organization / group / company breach this agreement, STEAM Education LLC &/or Georgette Yakman shall be entitled to all additional costs, including attorney’s fees, related to any and all claims or actions brought to enforce this agreement and Georgette Yakman or her appointed representative shall be free to pursue all rights it had as of the date of this letter.

- I certify that I have the authority to enter into this agreement on behalf of myself and the ___________________________ organization / group / company.

Signature of [Print: ________________________________]

__________________________________

Date ___________________________