

2016 Angie's List Super Service Award® Trademark Usage Standards

Please note that this document is intended to supplement the 2016 Super Service Award License Agreement which, if accepted, permits select freedoms regarding the use of our trademarked 2016 Angie's List Super Service Award. By consenting to the 2016 License Agreement, the signee also agrees to the regulations expressed herein.

Winning the Super Service Award is an impressive accomplishment that affords you multiple opportunities to promote your company's standing on Angie's List. Please remember, however, that because the Angie's List name and logo are trademarked, the Super Service Award has specific guidelines for approved use. These guidelines are in place to maintain the value and integrity of Angie's List and the Super Service Award program so your Award maintains its prestige.

The complete guidelines as well as the Award web badge, logo, shopping cart and press release will be made available to each winner once the application vetting process is complete and winning status has been confirmed.

I. Requirements for use of the Angie's List Super Service Award trademarks

- a. Only those companies that agree to the 2016 Angie's List Super Service Award License Agreement are considered winners of the 2016 Angie's List Super Service Award and may use the corresponding trademarks in the manner described in this document. Use of the trademarks by any other company is not permitted.
- b. All artwork pertaining to the 2016 Super Service Award must be supplied or approved by Angie's List. Modification of the artwork is not permitted in any capacity without express written consent from Angie's List.
- c. The current year (2016) must accompany all current logos and any verbal mention of the Award.
- d. The Super Service Award logo must always be displayed in a legible manner.
- e. The designation "®" must always appear adjacent to the Super Service Award logo.
- f. The proportions and colors of the Super Service Award logo may not be altered without written permission from Angie's List.
- g. Precise recreation of the logo in another format is permitted (e.g. a logo painted on a company vehicle or window at the place of business); however, should the replication not fit the guidelines outlined in this document, any adjustments deemed necessary by Angie's List will be made at the winner's expense.

II. Authorized Uses of the Angie's List Super Service Award Trademarks

- a. Winners of the 2016 Super Service Award may use the 2016 Super Service Award logo in the following manners:
 - i. **Encouraged Online Options**
 1. *Free Super Service Award Badge*
 - a. Winners of the 2016 Super Service Award may use the 2016 Super Service Award logo with a link back to Angie's List on their websites free of charge.
 - i. The logo graphic will be made available to each winner once the application vetting process is complete and winning status has been confirmed.
 - ii. Winners should link the logo back to their company's public profile page on Angie's List.
 - iii. The Super Service Award graphic may not be altered in any way.
 2. 2016 Super Service Award Press Release
 - a. Current winners may include the 2016 Super Service Award Press Release on their company website, blog, and/or non-competitor social media sites.
 - i. The Press Release provided by Angie's List will be made available to each winner once the application vetting process is complete and winning status has been confirmed.

- b. Winners may customize the highlighted sections of the Press Release, but must email brandencouragement@angieslist.com for approval of any changes before posting.
 - 3. Social Media Options
 - a. Current winners may use the 2016 Super Service Award Web Badge or Super Service Award logo on non-competitor social media sites.
 - b. Current winners may include the 2016 Super Service Award Press Release on non-competitor social media sites.
 - c. Winners of the 2016 Super Service Award may use the following language on non-competitor social media sites:
 - i. “We earned the 2016 Super Service Award from Angie’s List. The Award reflects consistent high levels of customer service. Check our reviews at AngiesList.com.”
 - 1. For Facebook, the Angie’s List reference in the first sentence may link to the Angie’s List Facebook page, <http://www.facebook.com/Angieslist>.
 - ii. Due to character limits, the following language is approved for use on Twitter:
 - 1. “Happy to announce we’ve received the 2016 @AngiesList Super Service Award! Thanks to all our customers for making it possible.”
 - 4. Video Options
 - a. Current winners may use the 2016 Super Service Award logo and language from the 2016 Super Service Award press release in company video not included in advertising.
 - i. Company video containing approved Super Service Award information may be used in the following venues:
 - 1. Company website
 - 2. YouTube
 - 3. Presentations
 - 4. Video played at the place of business
 - ii. Consecutive winners may include previous years won in these company videos, although only the current (2016) Super Service Award logo and press release language may be used.
 - iii. Winners may reference in these company videos the category or categories in which the Award was won.
- ii. **Other Options for Use of the 2016 Super Service Award Logo:**
- 1. The 2016 Super Service Award logo may be used in the following venues:
 - a. Angie’s List produced publications and/or advertisements
 - b. Business cards
 - c. Company letterhead for one-on-one communication (e.g. invoices or estimates intended for existing or prospective customers. Prospective customers are here defined as clients who have proactively contacted the company.)
 - d. Brochures that are not mailed (i.e. those located at a place of business or carried by employees)
 - e. Company newsletters to named, existing customers
 - f. Company vehicles and company apparel worn by employees
 - g. E-mail signatures in messages for existing or prospective clients (prospective customers are here defined as clients who have proactively contacted the company.)
 - h. Flyers and door-hangers for individual marketing, provided these are not used in mass marketing
 - i. Yard signs at job sites, with Super Service Award logo not to exceed the size of the largest decal sold by Angie’s List

2. The above uses are limited to the logo only. Text references to the Super Service Award are prohibited.
- iii. **2016 Super Service Award winners may also do the following:**
 1. Display current certificates and/or plaques at a place of business, at home shows, or in sales books.
 2. Make verbal statements acknowledging receipt the Super Service Award.
 3. Acknowledge receipt of the “Angie’s List Super Service Award” on voicemail or ‘on-hold’ greetings, provided they include the current year (2016). Past winning years may also be mentioned.
 4. Utilize our 2016 Super Service Award press release to inform local media of the achievement and include it in company newsletters/e-newsletters.
 - a. Recipients wishing to distribute the press release to the media and/or publish in newsletters must seek permission regarding the venue and text of the press release prior to use.
 - b. Please send customized press releases for review to brandencouragement@angieslist.com.

III. **Unauthorized Uses of the Angie’s List Super Service Award Trademarks**

- a. The following is a list of unapproved uses of the 2016 Angie’s List Super Service Award logo:
 - i. Any use by a company that is not a current winner.
 - ii. Any use of artwork/language that is not supplied by Angie’s List.
 - iii. Any text referencing the Super Service Award, except that which is provided as part of the Super Service Award Badge and/or press release described above.
 - iv. Any and all forms of mass marketing (i.e. any material produced for the consumption of two or more persons). This includes, but is not limited, to the following:
 1. Yellow page and all other print and online directories
 2. Newspaper, magazine, radio, television, or internet ads
 3. Coupon books
 4. Billboards
 5. Any form of mail, fax, or email that is not addressed to a named, existing customer (e.g. mass mailings, communications addressed to ‘Or Current Resident’)
 6. Mail, email, or fax intended for individuals who have not proactively contacted the business (e.g. purchased mailing lists, targeting entire neighborhoods or communities)

IV. **Guidelines for Use of Previous Super Service Awards**

- a. Only the current year’s Award logo (2016) is permitted for use.
- b. Current Super Service Award winners are permitted to display underneath the logo and/or verbally reference all previous years in which they have won the Super Service Award.
- c. Replication of previous years’ logos must cease upon announcement of the current year’s winners. **All use of the 2016 Super Service Award must cease by December 31, 2017.**

V. **Guidelines for Super Service Award Usage Across/Within Markets**

- a. Super Service Awards are distributed to specific locations for outstanding work. If your company has multiple locations or franchises within or across Angie’s List markets, any use of the Super Service Award on approved marketing materials must clearly indicate the winning location(s) by including the name of the Angie’s List market (e.g. Indianapolis) or the address (e.g. 123 Main St.).
- b. For those companies that close a winning business location and relocate outside of the Angie’s List market in which they accepted the Award, only the Angie’s List Super Service Award certificate(s) and/or plaque(s) may be displayed at the new place of business. Any other use of past or present Super Service Awards is unauthorized.

VI. **Revocation of the Angie’s List Super Service Award**

- a. Angie's List reserves the right to revoke any company's past and/or present Super Service Award(s) if the company engages in conduct unbecoming of an Award winner.
 - i. Reasons for revocation of the Super Service Award are in Angie's List's sole discretion. Reason may include (but are not limited to) persistent misuse of Angie's List marks, including Super Service Award name and logo, in yellow page and all other print and online directories, failure to pay advertising dues, failure to pass a background check, fraudulent reporting and lack of compliance with state and local licensing laws that govern all applicable professions/trades.
 - ii. In these scenarios above, Angie's List may attempt to communicate with a company extensively before revoking any Super Service Awards.
 - iii. Angie's List is the owner of 2016 Super Service Award logo, as well as the ANGIE'S LIST word mark and all other related logos. Angie's List expressly prohibits the use of all of its trademarks and logos in telephone directories, without the written consent of Angie's List. Any use of Angie's List's trademarks in yellow page directories will lead to penalties and Angie's List reserves the right to enact penalties at any time. Penalties include revocation of the Super Service Award and advertising privileges as well as removal of your company from category searches.
 - iv. If a Super Service Award is revoked, the previously winning company may no longer represent themselves as a winner and must remove the Super Service Award name and logo from all marketing materials immediately.

VII. Protection of the Angie's List Brand

- a. To protect the value of our Super Service Award and the Angie's List brand, we do not tolerate the infringement of any Angie's List trademarks in any manner described above.
- b. The infringement of our brand and/or copyrighted content may result in severe penalties including exclusion from the List, loss of advertising privileges, and revocation of past and present Super Service Awards.
- c. Additionally, companies that fail to adhere to these guidelines and display a blatant or repeated disregard for Angie's List's policies may incur legal recourse.

If you have questions, please contact our Brand Encouragement Department at 1(877)-321-7333 or email brandencouragement@angieslist.com.