

2015 Angie's List Super Service Award® Trademark Usage Standards

Please note that this document is intended to supplement the 2015 Super Service Award License Agreement which, if accepted, permits select freedoms regarding the use of our trademarked 2015 Angie's List Super Service Award. By consenting to the 2015 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 2015 Angie's List Super Service Award License Agreement are considered winners of the 2015 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 2015 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 (2015) 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 2015 Super Service Award may use the 2015 Super Service Award logo in the following manners:
 - i. **Encouraged Online Options**
 1. *Free Super Service Award Badge*
 - a. Winners of the 2015 Super Service Award may use the 2015 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. 2015 Super Service Award Press Release
 - a. Current winners may include the 2015 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 2015 Super Service Award Web Badge or Super Service Award logo on non-competitor social media sites.
 - b. Current winners may include the 2015 Super Service Award Press Release on non-competitor social media sites.
 - c. Winners of the 2015 Super Service Award may use the following language on non-competitor social media sites:
 - i. "We earned the 2015 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 2015 @AngiesList Super Service Award! Thanks to all our customers for making it possible."
4. Video Options
- a. Current winners may use the 2015 Super Service Award logo and language from the 2015 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 (2015) 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 2015 Super Service Award Logo:**
- 1. The 2015 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. **2015 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 (2015). Past winning years may also be mentioned.
 4. Utilize our 2015 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 2015 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 (2015) 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 2015 Super Service Award must cease by December 31, 2016.**

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 2015 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. Policy for Use of Other Angie's List Trademarks

a. Approved Uses

i. Web Badges

- 1. Super Service Award winners are granted unique permission to use the 2015 Super Service Award logo and the Super Service Award Badge, and may do so only in the manners described above.
- 2. Angie's List provides all companies (regardless of Super Service Award status) the opportunity to create a free and unique Angie's List badge through Angie's List's Business Center website (the "General Angie's List Badge"). The General Angie's List Badge shall be accompanied by a customized market/service category link and approved wording.
 - a. Companies may only use the General Angie's List Badge on company-owned websites. The General Angie's List Badge cannot be altered in any way without express written consent from Angie's List.
 - b. For more information, please email brandencouragement@angieslist.com.

ii. Review Generation Tools

- 1. Angie's List permits all companies (regardless of Super Service Award status) to use the Angie's List Review Generation Tools. Free tools include review forms, review web link and graphics, and review generation language to encourage reviews on their company. Review Generation Tools for purchase include professionally printed review forms, review tear pads, review graphic stickers, and other materials. These tools are available for download (for free options) at AngiesListBusinessCenter.com or purchase (for paid materials) at http://www.peterthepainter.net/mms_landing/index.html.
 - a. Angie's List Review Forms can be customized with company information and printed directly from the website. Customers may fill out and return the pre-paid postage forms via mail or submit feedback online at Angielist.com/Review.
 - b. Angie's List Review Graphic, which includes an approved Angie's graphic and the link to the reviews website Angielist.com/Review, and/or the Review Web Link (Angielist.com/Review) may be used on the following marketing materials:
 - i. Business cards
 - ii. 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.)
 - iii. Brochures that are not mailed (i.e. those located at a place of business or carried by employees)
 - iv. Company newsletters to named, existing customers
 - v. E-mail signatures in messages for existing or prospective clients. (Prospective customers are here defined as clients who have proactively contacted the company.)
 - c. Angie's List Personalized Review Link and Graphic, which includes an approved Angie's List Review Graphic and link to a customized report form for the business, may be used on company-owned websites, e-newsletters, and email signatures.
 - d. Angie's List Review Tear Pads, personalized tear pads for purchase with your business information and the review link, for easy distribution to clients on-the-go.
2. Angie's List Review Generation Language offers approved promotional language explaining the website Angielist.com/Review.
- a. Angie's List Review Generation Language
 - i. "We use Angie's List to assess whether we're doing a good job keeping valued customers like you happy. Please complete your review at AngiesList.com/Review in order to grade our quality of work and customer service."
 - 1. The message content may not be altered in any way without written permission from Angie's List
 - b. The Review Generation Language and/or the Review Web Link (Angielist.com/Review) may be used on the following marketing materials:
 - i. Social Networking Sites (e.g. Twitter, Facebook, Digg, etc.)
 - 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>.
 - 2. Due to character limits, the following alternate language is approved for use on Twitter: "Did you know we're on @AngiesList? If we've worked with you, please submit a review & let us know how we did: <http://www.angieslist.com/review>."
 - ii. 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.)
 - iii. Brochures that are not mailed (i.e. those located at a place of business or carried by employees).
 - iv. Company newsletters to named, existing customers
 - v. E-mail signatures in messages for existing or prospective clients. (Prospective customers are here defined as clients who have proactively contacted the company.)
- b. Unapproved Uses**
- i. Any use of the Angie's List name (or recognizable derivation thereof), logo, or published content not described in section VII is prohibited. This includes (but is not limited to):
 - 1. Yellow page and all other print and online directories
 - 2. Newspaper, magazine, radio, television, or internet ads
 - 3. Coupon books, brochures, flyers
 - 4. Billboards or yard signs
 - 5. Mass mailings or emails

6. Company websites – aside from the General Angie’s List Badge, which contains an approved Angie’s List logo, accompanied by approved wording and a customizable link.
 7. Mail, email, or fax directed to named, existing customers.
 8. Business cards, invoices, and thank you notes
 9. Company vehicles, uniforms, or awnings
- ii. Additionally, companies may never:
1. Refer to their company as a ‘member’ of Angie’s List (verbally or in print). As we are a consumer-based organization, such claims are inaccurate and misleading.
 2. Refer to their Angie’s List ratings or grades in any medium. Printing such claims as “high ratings” or “A ratings” may be accurate one day, but not the next.
 3. Reproduce, print, copy, forward, or email Angie’s List member reviews or ratings for commercial gain.

VIII. 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.