


The Villages®

Trademark Usage Guidelines For Third Parties


**For Further Questions Contact
TrademarkInfo@TheVillages.com**

Trademark Usage Guidelines For Third Parties

Holding Company of The Villages, Inc. (“Holding Company”) is the owner of common law and federally registered trademarks for THE VILLAGES, **The Villages**, and the logo  (collectively, the “Marks”). The Marks convey to consumers the quality, tradition and integrity of Holding Company and its affiliates, and the quality of goods and services they offer. When consumers see the Marks used in advertising or otherwise in connection with goods and services being offered, the consumers see the Marks as indications that the goods or services are provided by, or endorsed by, Holding Company and its affiliates. Proper use of these trademarks is important to assist residents of The Villages® community and others in avoiding confusion as to whether or not Holding Company and its affiliates are offering or endorsing goods and services. In an effort to continue to promote these valuable trademarks and reduce the likelihood of consumer confusion, we have created these Trademark Usage Guidelines for Third Parties (the “Guidelines”). We provide these Guidelines as a courtesy, so that you do not incur unnecessary expenses in the creation and distribution of marketing materials using the Marks in a manner which may constitute infringement of our valuable intellectual property rights.

As a general rule, third parties may not use the stylized logo **The Villages** or the stylized letter “V” without entering into a license agreement with Holding Company. Under limited circumstances, third parties may use the “The Villages” when referring to or identifying The Villages® community or an address within that community, provided those references are truthful, fair, and not misleading as to any sponsorship, affiliation or endorsement by Holding Company or its affiliates, and follow all of the below guidelines. Under no circumstances may third parties use the singular terms “Village” or “The Village” to indicate any sponsorship, affiliation, or endorsement by the Holding Company or to indicate any location within The Villages® community.

1 Stylized Script

Neither “The Villages”, nor the stylized letter “V” may be used in its stylized logo form (**The Villages** ), or any confusingly similar stylized script absent the written consent of Holding Company. **The Villages** stylized logo and the stylized letter “V” are reserved exclusively for use by Holding Company, its affiliates and its authorized licensees. When consumers see any use of those marks, they will understand that they are identifying Holding Company and its affiliates and licensees as the source of the goods and services being offered. If you need to refer to The Villages community, you should refer to it only as “The Villages® community.”

INCORRECT

ABCY Corporation offers carpet cleaning to **The Villages**.

CORRECT

ABCY Corporation offers carpet cleaning services to residents of The Villages® community.

2 Font Size and Style

When referring to or identifying The Villages® community, “The Villages” must be presented in the same font style and size as the surrounding narrative text or in the materials generally, without bolding or stylization, and should always include the registration symbol.

INCORRECT ABCY Corporation offers carpet cleaning services to residents of *The Villages*.

CORRECT ABCY Corporation offers carpet cleaning services to residents of The Villages® community.

3 Attention Getting Device

When referring to or identifying The Villages® community, “The Villages” should never be used as the consumer attention getting device for the materials on which it appears.

INCORRECT ABCY Corporation is located in Lady Lake, Florida and has been providing carpet cleaning services for over ten years to residents of THE VILLAGES.



CORRECT ABCY Corporation is located in Lady Lake, Florida and has been providing carpet cleaning services for over ten years to residents of The Villages® community.



4 Affiliation and Endorsement

When referring to or identifying The Villages® community, “The Villages” should never be used **(a)** in a manner that suggests or implies that a product or service is licensed by, affiliated with, or sponsored by Holding Company or its affiliates, **(b)** in combination or close proximity to the words “official,” “authorized,” “original” or other terms that imply sponsorship or endorsement by Holding Company or its affiliates, or **(c)** in combination or close proximity to any logo or mark that resembles a seal or a certification mark of a third party.

INCORRECT ABCY Corporation – The Villages preferred carpet cleaner!

INCORRECT ABCY Corporation – The Villages official carpet cleaner!

INCORRECT ABCY Corporation – the carpet cleaner of The Villages!

CORRECT ABCY Corporation – the carpet cleaner most preferred by residents of The Villages® community!

5 Goods and Services Identification

Neither “Villages”, “The Villages,” nor anything confusingly similar, may be used as a brand, trademark or service mark for third party goods or services.

INCORRECT The Villages carpet center

INCORRECT Home of The Villages banana split!

INCORRECT Villages hats available here

6 Company Name

Neither “Villages”, “The Villages” nor confusingly similar variations should ever be used in the name of a company to suggest an affiliation with Holding Company or its affiliates.

INCORRECT Exceptional Carpet Cleaning of The Villages, LLC.

INCORRECT Villages Carpet Cleaners, Inc.

CORRECT Exceptional Carpet Cleaners, Inc.

7 Use as an Adjective

“The Villages” should never be used as a noun. “The Villages” should always be used as an adjective, to describe the community or goods and services offered by Holding Company, its affiliates and its licensees. It should always be followed by a superscript registration symbol® and a noun, preferably the word “community”.

INCORRECT ABCY Corporation offers carpet cleaning to The Villages.

INCORRECT ABCY Corporation offers carpet cleaning to residents of
The Villages.

INCORRECT ABCY Corporation – the carpet cleaner of The Villages!

CORRECT ABCY Corporation offers carpet cleaning services to
residents of The Villages® community.

8 Geographic Location

“The Villages” should never be used or referred to as a geographic location. “The Villages” is a federally registered trademark of Holding Company and is not a geographic location and should not be used as such. “The Villages” is a coined term created by the community’s creators. It is through the efforts, marketing, and goodwill of Holding Company and its affiliates that The Villages® community has become famous. If there is any present geographic connotation to that name, it flows from those efforts and not from any pre-existing geographic name or designation. If you need to refer to the location of the community, you may do so as follows.

INCORRECT	ABCY Corporation is located in The Villages.
CORRECT	ABCY Corporation is located 1.5 miles from The Villages® community.
CORRECT	ABCY Corporation is located within The Villages® community.

9 Business Location

Businesses not located within The Villages® community should not advertise or imply that they are. Only businesses located within The Villages® community may use The Villages as part of their address.

INCORRECT	For a business located outside The Villages® community: ABCY Corporation, with offices in The Villages.
INCORRECT	For a business located outside The Villages® community: ABCY Corporation, 123 Main Street, The Villages FL.
CORRECT	For a business located outside The Villages® community: ABCY Corporation, with offices located 1.5 miles from The Villages® community.
CORRECT	For a business located outside The Villages® community: ABCY Corporation, 123 Main Street, Lady Lake FL.
CORRECT	For a business located within The Villages® community: ABCY Corporation, with offices in The Villages® community.
CORRECT	For a business located within The Villages® community: ABCY Corporation, 123 Main Street, The Villages FL.

10 Confusingly Similar Variations

These Guidelines also apply to business names, trademarks or service marks which are not only identical, but also confusingly similar to the Marks. Trademark laws are designed to prevent consumer confusion as to the source of goods and services. Please be careful to choose trademarks and service marks which are NOT confusingly similar to the Marks, so that consumers have no doubt as to the source of goods and services, and consumers are informed as to the entity or individual they are doing business with.

11 Taglines

Holding Company owns the federally registered trademarks for various taglines associated with The Villages® community, such as “Florida’s Friendliest Hometown,” “America’s Healthiest Hometown,” “Golf Car Approved” and “We’re Golf Car Friendly!” Third parties may not use these taglines or confusingly similar variations without Holding Company’s express written permission.

12 Domain Names

The term “The Villages” (or a confusingly similar variation that suggests an affiliation with Holding Company or its affiliates) should not be contained in your domain name. This helps prevent Internet users from being confused as to whether you or Holding Company and its affiliates are the source of the website, and is intended to help consumers of The Villages® community’s goods and services distinguish between licensed and unlicensed providers of Holding Company and its affiliates’ goods and services.

The same is true of social media accounts (e.g. Facebook pages), communication handles (e.g. twitter handles), and app names (e.g. iPhone® and Android® cellular phone applications).

13 False Statements and Suggestions

The content of third-party websites should not contain any false statements or contain fraudulent representations or otherwise suggest affiliation, sponsorship or approval by Holding Company, for example, using the Marks predominantly or in a manner inconsistent with these Guidelines.

14 Publisher

Third-party websites should contain a clear and factual statement identifying the publisher/author, an accurate privacy policy and information where he or she may be contacted offline.

15 Disclaimer

If using the Marks on websites in compliance with these Guidelines, third-party website home pages should contain a plain statement that the website is not affiliated with or endorsed by Holding Company, such as:

THE VILLAGES® is a registered trademark of Holding Company of The Villages, Inc. _____ [insert your name or company name]_____ is not affiliated with, or sponsored by, Holding Company of The Villages, Inc. or its affiliated entities.

This statement must appear in text no smaller than the font used for the majority of the content on the home page (in contrast to legal notices or links at the bottom of the page). For purposes of these Guidelines, the home page is any web page which serves as a landing page from other sites or which is reached by typing in your domain name. A similar notice should appear on all other pages on the website.

16 Predominant Use

In addition to use in domain names, the predominant use of “The Villages” on websites of third parties is not permitted without prior written authorization. In such situations, even though the domain name may not be confusing on its own, when the consumer reaches the site and sees predominant uses of any of the Marks, the consumer is once again likely to be confused and think that the site is published or endorsed by Holding Company or its affiliates or licensees.

17 Copyright

Copyright is an additional form of protection, provided by law, to the authors of “original works of authorship” in content, including literary, dramatic, musical, artistic, website, and certain other works. Copyright protection gives the owner the exclusive legal right to reproduce, publish, sell, and create derivative versions of the works.

Holding Company and its affiliates hold copyright in the stylized versions of the marks, maps of The Villages® community, and the iconic architectural elements of The Villages® community. Holding Company and its affiliates also hold copyright in their marketing and advertising material, signage, website and Facebook pages.

Any copying of content from literature or the websites of Holding Company and its affiliates is strictly prohibited by copyright law, including photographs, artwork, maps, text and the compilations which together constitute their websites.

18 Linking

Linking refers to situations where a website or application provides a hyperlink that allows the user to jump to a site or content owned by third party. Sometimes, the user is transported completely out of the site or app they are viewing into the third party site or app (a “simple link”). Other times, one site or app will open the third party site or content in a frame or otherwise within the original site (“framing”), “Deep Linking” refers to simple links to, or framing of, pages within a site, as opposed to the home page of the third party site.

Framing of all or any portion of any website of Holding Company, its affiliates or its licensees is strictly prohibited in all circumstances.

Simple linking to the home page of websites of Holding Company, its affiliates or licensees is permitted, so long as the link does not create the impression that your site is affiliated with, or endorsed by, Holding Company or its affiliates or licensees. Deep linking to pages of websites of Holding Company, its affiliates or its licensees is only permitted when the page being linked to prominently displays the stylized V in the upper left corner of the page. All other deep linking is prohibited.

When linking to websites of Holding Company, its affiliates or its licensees, the link should not appear in such a way so as to confuse the user as to whether or not the linking site is affiliated with, or endorsed by, Holding Company or its affiliates or licensees. The link should be in text and should not be an image of The Villages® community, or a copy of any of its logos or copyrighted material (e.g. The Villages® community). Under no circumstances may it be an image of a location outside of The Villages community, an image or reference to of any other community, an image of a building, sign or structure in another community, or any third party trademark or service mark. “Villages” alone should never be used as a hyperlink.

Holding Company reserves the right to amend these Guidelines from time to time.

You should review these guidelines periodically to determine if any changes have occurred. The date of publication of these Guidelines is shown on the footer of each page. If the last time you reviewed these Guidelines the date shown was earlier than the date below, you should review this latest version to ensure that you are aware of all changes.

It should be understood that these are guidelines only. Each and every use of a trademark, service mark, trade name, domain name, social media identifier, etc. will be evaluated by Holding Company on an individual basis. Holding Company reserves all rights in connection with its intellectual property, including the right to assert that any use by a third party is infringing, even if it may be argued that such use is fair use or is permitted under some reading of these Guidelines. Each such situation will be evaluated on a case-by-case basis as it comes to the attention of Holding Company. These Guidelines are not intended to constitute an offer, a license, or a consent.

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