



**Trademark Usage Guidelines
for Third Parties
February 1, 2024**

For Further Questions Contact
TrademarkInfo@MyMiddleton.com

Middleton Trademark Usage Guidelines for Third Parties

The Middleton™ community is a unique and exciting community created by the same people who created The Villages® community more than fifty years ago. While The Villages® community was created to be the ultimate retirement community for those 55 and older, the Middleton™ community was created for people of all ages. The Middleton™ community offers parks, amenities, shopping, and state-of-the-art facilities where people can come together and form true neighborhoods.

Holding Company of The Villages, Inc. (“HCV”) is the owner of a variety of trademarks and copyrights relating to both the Middleton™ community and The Villages® community. HCV and our affiliates and licensees use these trademarks and copyrights to provide a wide range of products and services to community residents and guests. The purpose of these guidelines is to help others understand how they can refer to the Middleton™ community to offer their own goods and services, but do so without violating our trademark rights or causing confusion for consumers. A separate set of guidelines is available for The Villages® community and likewise explains how businesses and others can refer to that community in a way that is fair and not likely to cause confusion. We update these guidelines periodically, and persons and companies relying on them should review them regularly for updates. Absent unusual circumstances, HCV will not object to third party uses of its trademarks that comply with these guidelines, as updated from time to time.

The General Idea




“Middleton” and its associated logos are trademarks that inform consumers that the services and products bearing or associated with those marks are provided by the developer of the Middleton™ community, its related companies (“we” or “us”), or our authorized licensees. Only we and our licensees may use “Middleton” or any of its associated logos as trademarks or as part of a business name. In that way, it is clear to consumers which businesses and service providers are associated with us, and which are third party providers that also seek to serve residents of the community. The goal of these guidelines is to help avoid situations where consumers are likely to be confused and think that a business or individual is associated with us, when, in truth, they are acting independently.

Because “Middleton” is also the name of our community, we understand there are times when people may have to use “Middleton” not as a trademark, but to refer to our community, inform customers that they serve the needs of our residents, or are located convenient to the community’s boundaries. Such uses are “fair uses” so long as they refer to the community without implying any official connection with us or our licensees. Problems can arise, however, if third parties use “Middleton” as a trademark or in some way that makes it hard for consumers to tell whether or not they are affiliated with, or endorsed by, us.

For example, if a travel agent were to call itself “Jones Travel” and advertise that they help families plan trips to the Disney World® Resort, that would likely be fair use. If the same company were to call itself “Disney World Travel,” however, or were to use the domain name <DisneyWorldTravel.com>, then people could reasonably assume that they are related to the theme park’s developer. That would likely not be fair use since consumers could be confused and think that they were dealing with Disney when, in fact, they were dealing with an unrelated third party. The same is true of “Middleton.” If Jones Landscaping wants to say that they serve members of the Middleton™ community on the website hosted at <JonesLandscaping.com>, that is likely fair use. If they wanted to rename themselves “Middleton Landscaping,” or advertise using <MiddletonLandscaping.com> that would likely cause confusion and not be “fair use.”

What are the Middleton Marks and the Middleton Materials?

The “Middleton Marks” include

- Middleton (the word itself, in any font or color) when used in the area of the community,
-  (logo, usually, but not always, used in burnt orange) no matter where or how used,
-  (logo in any color) no matter where or how used,
-  (logo in any color) no matter where or how used,
- Home model names such as, but not limited to) PLAYGROUND, RECESS, FIELD DAY, and THE RANGE, and
- other trademarks referring to our community such as, but not limited to, THURSTON, LAKE HARLOW, DRY CREEK, KEWADIN, and a number of marks that include MIDDLETON or these other marks as part of logos or designs.

You can generally tell when a logo or word is our trademark because it will be used with “TM,” “SM”, or ®.

The “Middleton Materials” include online or print materials that we create or use relating to our community, including

- community maps,
- pictures and videos of our community or its residents,
- floorplans and architectural designs of our homes and facilities,
- home walkthrough videos,
- web and social media pages,

- brochures, newsletters, and press releases,
- community and facility signs,
- our other documents and materials (in most cases including a © notice referring to Holding Company of The Villages or Middleton), and
- our creative logo designs.

The Middleton Materials are subject to protection under copyright law, as well as, in some cases, trademark law.

If you have questions about whether or not we consider a word, phrase or logo to be a trademark, or confusingly similar to one of our trademarks, or proprietary Middleton Materials, then please email us at TrademarkInfo@TheVillages.com.

Isn't Middleton just a place?

People sometimes think “Middleton” is just the name of a place that can be used freely like Orlando, Key West, Philadelphia, or Atlanta. While “Middleton” is the name of our community, and as such appears on maps and sometimes in addresses, it is more than a place name—it is also a trademark.

Places like Orlando, Key West, Philadelphia, and Atlanta are not developed communities created by one developer. When a developer creates a community, and gives it a name that did not exist previously in that area, the name of the community is called a “coined term” and can serve as a trademark.

“Middleton” is a coined term created by us for our non-age-restricted community. That means it serves as a trademark with respect to our real estate-related services and other goods and services despite the fact that it also appears on maps, in a census, and as part of an address. While you might not need anyone else’s permission to adopt the trademark ORLANDO REAL ESTATE SALES (because Orlando is a geographic location that is not associated with a single developer), you would need our permission to adopt the trademark MIDDLETON REAL ESTATE and use it to sell or rent homes in the community (no, don’t ask—we won’t give permission for a use like that—it’s just an example). The law is clear that a coined term can retain its trademark status even if it is also a physical location. For more information, consult a lawyer and refer them to TMEP 1210.02(a) as a starting point.

We use “Middleton” and other marks that incorporate “Middleton” for a variety of goods and services beyond real estate. We use The Middleton Marks in connection with schools, sports and entertainment venues, news and information services, and products such as clothing to name a few. As a result, our trademark rights extend well beyond real estate. Even where we may not be in a specific business, the Middleton™ brand is so well known in and around the community, that seeing “Middleton” used in connection with

virtually any product or service marketed to community residents is likely to lead consumers to believe that it is associated with us. In legal terms, this is called “passing off,” and it can sometimes be false advertising.

Does that mean I can’t ever use MIDDLETON?

Of course not. You can refer to the Middleton™ community in a variety of ways. You just cannot do it in a way that creates a likelihood of confusion with respect to any of our marks, or in a way that unfairly trades on the reputation of those marks. These guidelines are intended to help businesses understand how they can refer to our community fairly, without infringing our rights or causing confusion.

To be clear, we want third-party companies to offer goods and services to our community residents! Having a vibrant community of competing businesses is good for residents, our state, and our country. We ask only that third parties not use our marks (or similar marks) in a way that harms our rights in our trademarks or leads to consumers being confused and thinking that third-party companies are somehow affiliated with or endorsed by us when, in truth, they are not.

These guidelines try to map out some “safe harbors” by giving examples of uses that we will not object to absent unusual circumstances. Every situation is different, however, and this document does not provide any legal advice or contractual promises. It just provides samples and guidelines that, if followed, should steer you clear of trademark disputes with us or make it easy to resolve if a dispute does arise. If you have questions about these guidelines or how you can refer to the community fairly, then please email us at TrademarkInfo@TheVillages.com.

What about things like maps, floorplans, and videos—I can use them when referring to the community or homes, right?

Not without our permission. All of the Middleton Materials, including maps, floorplans and videos, are subject to copyright. That means that you cannot copy, publish, perform, or use them as the basis for your own works. In certain rare cases, material subject to copyright can be used without permission (e.g. in a news story or as an educational use), but those uses apply only in very special situations and generally don’t apply to activities like YouTube channels or publications that are commercial activities as opposed to legitimate news. They will almost never apply in connection with businesses that compete with the owner of the original work. For more information about “fair use” of materials protected by copyright, consult your attorney and ask them about 17 U.S.C. §§106 and 107.

Is there any way I can use the Middleton Materials? Sometimes. If we post Middleton Materials online, you are free to link to those materials. For example, you could say, “Click [here](#) for a community map.” We have no objection to pointing people to materials that we, ourselves, make available. Making copies of



those materials (even if you modify them), or “framing” our materials within your website or social media page so that they look like they are part of your site and not ours, however, is not okay.

What should I do if I receive a letter objecting to my use of the Middleton Marks or Middleton Materials?

Talk to us! Most situations like that are the result of simple misunderstandings and can be cleared up quickly and easily. We are happy to work with companies to help them find ways to refer to the community that will not cause confusion or harm our rights. In most cases, doing so is good for you as well because it helps make sure that your investment in marketing builds value in your own brands independent from ours.

Can you sum this all up?

Each situation is different and we consider each circumstance individually. There is no single, simple, “one-size-fits-all” rule that always applies in every case. In most cases, however, the following rules of thumb will not steer you wrong:

- Do not use the logos  ,  or  , or any other stylized logo owned by us without entering into a license agreement.
- Feel free to link to our websites or social media pages, but do not copy any of our content or try to “frame” our content within your page without our permission.
- You may not use MIDDLETON (regardless of font, size, color or capitalization) as part of your business name or your logo, domain name, Facebook name, email address or brand, unless you are not near the community, are not advertising to local residents, and are not in any other way referring to us or the community. Community residents and people in the local area who see MIDDLETON used in that way are likely to think they are getting information from us when, in truth, they are not.
- If you refer to the community, please use the “Middleton™ community,” or the “Middleton™ development,” or Middleton Florida (if you are referring to an address in the community). Provided your references are truthful, fair, and not misleading as to any sponsorship, affiliation or endorsement by us, we will typically not object to these types of uses. For examples of how this can be done fairly, please see below.
- If you use something that looks similar to MIDDLETON in your company name or brand, (e.g. “Middle Town Dry Cleaners”) please make sure it does not give the impression that you are associated with us or our affiliates. For example, avoid any logo or device that looks like, or

references the community or its logos, or using a font or color scheme that looks like the one used on our website hosted at <www.mymiddleton.com>.

- If in doubt, talk to us! You can contact us by emailing TrademarkInfo@TheVillages.com.

Some Examples

1 Stylized Logos

Neither **Middleton**, nor **M**, nor **MyM** (nor any similar stylized versions) may be used absent the written consent of HCV. These stylized logos are reserved exclusively for use by HCV, its affiliates, and its authorized licensees. If you refer to the community, please refer to it only as the “Middleton™ community,” or the “Middleton™ development” and in a font and style that does not make it look like our logos. Using your own business name and logo helps build your own brand, while making your name or logo look like ours isn’t good for anyone.

CONFUSING

ABCY offers carpet cleaning to

Middleton

Here, our logo is attention getter for the ad, and since it is our logo, people are likely to assume the business is affiliated with us, or at least endorsed by the our companies.

NOT CONFUSING

ABCY

World class carpet cleaning for residents of the Middleton™ community

In this case, the attention-getter is ABCY and the ad text doesn’t do anything to suggest an affiliation with us. At the same time, it is clear that ABCY stands ready to serve the needs of residents!

<p>CONFUSING</p>	<p>Massive Pest Control, We corral your critters!</p>	<p>Here, our logo is the attention getter for the ad, and since it is our logo, people are likely to assume the business is affiliated with us, or at least endorsed by our companies.</p>
<p>NOT CONFUSING</p>	<p>MASSIVE Pest Control, Let us corral your biggest critters!</p>	<p>This focuses on your brand, not ours.</p>
<p>CONFUSING</p>	<p>Midton Dry Cleaners – Dress for Success</p>	<p>Use of burnt-orange color scheme and a name that sounds like ours is likely to create confusion.</p>
<p>NOT CONFUSING</p>	<p>MID TOWN CLEANERS – DRESS FOR SUCCESS!</p>	<p>Use of a different color, font and capitalization is less likely to confuse consumers.</p>

2 Attention Getting Device

When referring to the Middleton™ community, “Middleton” should never be used as the attention-getting device. It’s fine to use it to provide information, but you should not use it as the “lead” or “draw” in your advertising.

CONFUSING

ABCY Corporation provides superb,
safe and friendly carpet cleaning
services for over ten years to

Middleton!

Here, our name is larger and in a different color. Clearly, it is being used as the attention grabber and, as such is taking advantage of the community reputation instead of your own. It is also not acknowledging our trademark or using the mark correctly.

NOT CONFUSING

ABC Yeah!
providing superb, safe and
friendly carpet cleaning services
to residents of the Middleton™
community.

The attention-getter is your company name, not our community name. The community name is in the same font/size/color as the rest of the text and identifies it as a community and not your business.

CONFUSING

Middleton!
Pet stains, spills, no stress
Call ABC Carpet Cleaners at
555-1212

Using our
community name

NOT CONFUSING	<p style="text-align: center;"><u>ABC</u> Proudly cleaning up messes in the Middleton™ Community! <i>ABC = AB CLEAN!</i></p>	<p>as the first and biggest word is what gets people's attention.</p> <p>Your name and tagline are what make the interesting, not ours.</p>
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3 Affiliation and Endorsement

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

CONFUSING	<p style="text-align: center;">ABCY Corporation – Middleton’s official carpet cleaner!</p>	<p>“Official carpet cleaner” implies that we have endorsed this company over others.</p>
CONFUSING	<p style="text-align: center;">ABCY Corporation – THE Carpet Cleaner for Middleton!</p>	<p>Here “THE” creates the same sense of endorsement.</p>
		<p>We do not “approve”</p>

CONFUSING	ABCY Corporation – Middleton Approved! 	businesses in this way, and there is no seal or certificate of approval.
CONFUSING	Middleton Experts!	This implies that the experts themselves are our associates.
NOT CONFUSING	ABCY Corporation – the carpet cleaner preferred by residents of the Middleton™ community!	This refers to the community without implying an endorsement.
NOT CONFUSING	ABCY Corporation – Certified professionals serving residents of the Middleton™ community	Professionals are certified, but not by us.
NOT CONFUSING	Independent Real Estate Experts specializing in the Middleton™ community	Real estate experts, not Middleton brand experts.
NOT CONFUSING	ABCY  — trusted professionals conveniently located near the Middleton™ community	Here the certification is independent, and does not imply that we are certifying one business over another.

4 Goods and services identification

Neither “Middleton” nor anything confusingly similar may be used as or in a brand, trademark or service mark for third-party goods or services that are market to community residents.

CONFUSING	Middleton No-Stain Carpet	Here, Middleton is being used as a brand for a product we are not providing!
CONFUSING	Home of the Middleton Banana Split!	Even a reference like this is a trademark.
CONFUSING	Middleton hats available here	Putting Middleton on clothing is confusing as people think they come from us.
NOT CONFUSING	Happy Paws No-Stain Carpet – for Pet Lovers in the Middleton™ community	The brand for your product is your brand, not ours!
NOT CONFUSING	Banana-Rama – The Banana Split preferred by residents of the Middleton™ community!	Still refers to the community, without using our brand as your mark.

5 Company Name

Neither Middleton nor any confusing similar variations should be used in the name of a company in a way that suggests an affiliation with us.

CONFUSING	Exceptional Carpet Cleaning of Middleton, LLC	“Of Middleton” implies an affiliation with us.
CONFUSING	Middleton Carpet Cleaners, Inc.	Confusing because this is not one of our companies.
NOT CONFUSING	Exceptional Carpet Cleaners, Inc.	Your company, your brand, no problem!

6 Use as an Adjective

“Middleton” should never be used as a noun. “Middleton” should always be used as an adjective to describe the community or goods and services offered by us and our licensees. It should always be followed by a superscript trademark symbol TM and a noun, preferably the word “community” or “development.”

INCORRECT	ABCY Corporation offers carpet cleaning to Middleton.	Please refer to as a community!
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CORRECT

ABCY Corporation offers carpet cleaning services to residents of the Middleton™ community.

Same message, but makes clear that our community name is also our mark!

7 Geographic Location & Addresses

“Middleton” is a coined term created by us. Before we created the community, and invested heavily to promote it, nobody had ever heard of “Middleton” in this area. If there is any present geographic connotation to that name, it flows from our efforts and not from any pre-existing geographic name or designation. Here are some examples of how you can refer to the community as a location fairly, without infringing our rights:

CORRECT

ABCY Corporation is located 1.5 miles from the Middleton™ community

Talks about the community as a community.

CORRECT

ABCY Corporation is located within the Middleton™ community.

If the business really is in the community, this is fine.

INCORRECT

ABCY Financial Services Middleton (for a company with an address outside the community)

Please don't say you are in the community when you aren't.

INCORRECT

Happy Heart Cardiologists—Middleton office (for a medical practice not located inside the community)

Only offices in the Middleton Community can be Middleton Offices. If you are in the community, please check your lease for additional restrictions.

Lastly, please don't use Middleton as the town name in your address if you are outside the community. Just because the post office will deliver it, doesn't mean consumers won't be confused when they see the address.

8 Domain Names

To the extent your site has anything to do with the community, the term "Middleton" (and confusingly similar variations that suggests an affiliation with us) should not be contained in your domain name or social media account names. This helps prevent Internet users from being confused as to whether you are the source of the website or we are.

NOT CONFUSING	ABCY.COM	Your company, your domain.
NOT CONFUSING	Never Lost in Florida (as the name of an app)	Doesn't use our mark, and doesn't limit your business to our community only.
CONFUSING	MiddletonCleaners.com (for a business in or near the community)	This domain name makes it look like this is our company, not yours.
CONFUSING	TheMiddletonExperts.com	Implies that these our our experts, not yours.
CONFUSING	Middleton Navigator (as the name of an app for navigating in the community)	We don't supply the app, you do!

9 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 Middleton 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.

HCV reserves the right to consider each situation on a case-by-case basis, however we generally do not object to marks that do not use MIDTOWN or MID-TOWN, or MIDTON, or MIDDLETOWN. If any other form of MIDDLE is used, we generally do not object so long as the fonts, designs and color schemes do not mimic those used in the Middleton Marks or at <www.mymiddleton.com>.

10 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.

We hold copyright in the stylized versions of the marks, maps of the community, floorplans, and the iconic architectural elements of the community. We also hold copyright in marketing and advertising material, signage, websites and Facebook pages.

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

Examples of some images we ask that you please not use without permission:

		
<p>This is a custom image from our home page. If you need a map, do not copy ours. Please use one you license or one you create yourself.</p>	<p>This home rendering (and its video walkthrough and annotated floorplan) are our artistic renderings of a home. They may not be copied for other uses.</p>	<p>This rendering of the Middleton™ community square is something we created. It may not be copied or used without our permission.</p>

11 Disclaimers can help, but they can't cure!

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

Middleton™ is a 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 should 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.


Please do not make the mistake, however, of thinking that you can use the Middleton Marks any way you like so long as you include a disclaimer. For example, you can never use the logos without our permission, regardless of whether or not you have a disclaimer. In addition, if you use "Middleton" in a domain name, you can't cure the problem by simply adding a disclaimer to your website.

12 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 a 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 we own or control is strictly prohibited in all circumstances.

Simple linking to the home page of our websites is permitted, so long as the link does not create the impression that your site is affiliated with, or endorsed by, us or our licensees. Deep linking to pages of websites of our websites is only permitted when the page being linked to prominently displays the

stylized  in the upper left corner of the page. All other deep linking is prohibited.

When linking to our websites, 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, us or our licensees. The link should

be in text and should not be an image of the Middleton™ community or a copy of any of its logos or copyrighted material. It may be a non-descript word (e.g. [click here](#)) or a clear reference to the community (e.g. [The Middleton™ community](#)). Under no circumstances may it be an image of a location outside of the 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. “Middleton” alone should never be used as a hyperlink.

13 Video channels and blogs

Video sites like YouTube® and blogging services (of which there are many) create a wonderful opportunity for people to share their views and experiences with others. They also, however, are commonly used by business to share information about their products and services. Because of that, they create another potential avenue of confusion—how does someone on the Internet know if the video channel or blog is providing information from the business owner, or from someone else? This can be particularly problematic where the content is political or addresses controversial subjects. In such cases the opinion of the speaker can be inadvertently associated with the business.

Situations have arisen where residents create video channels or blogs to talk about their experiences with their community or the Florida lifestyle. Other times, industrious competitors will do the same to try to sell goods or services to current or prospective residents. Naming and marketing such channels and blogs can present a problem where the name suggests that the channel or blog is one of our official information feeds (when, in truth, it is not) or when a competitor free-rides on the fame and reputation of the community to compete unfairly. The situation worsens when people use materials such as our maps, photos, or logos without permission. Not only do such uses make them seem more like our official channels, they also unfairly capitalize on materials we created.

Because video channels and blogs are used for both business and non-commercial communication, it is hard to come up with simple guidelines that will avoid such problems. Because of that, we view every situation individually. Even so, there some guides that may help:

- Do not use “Middleton” in the name of the channel or blog, and particularly not as the first word.
- Never use the Middleton logos in any video or blog marketing.
- Never include any Middleton Materials without our express permission.
- If you are selling a competing service (for example, if you are a real estate agent independently working to sell pre-owned properties in the community), take extra care to make sure it is clear that you are not, in any way, associated with us. This may include disclaimers, but it is particularly important not to use trade dress (e.g. color schemes, fonts, etc.) that look like ours.

- Under no circumstances may third parties make videos or recordings in or of our model homes or sales centers for the purpose of publicly distributing or displaying those recordings.
- If there is any reference to the community, please include prominent disclaimers to help ensure that people know you are acting independently with us.
- Never fly drones, or use other automated means to access or photograph properties of residents, or construction sites. Such uses invade the privacy of residents, and can create serious safety hazards when flown over construction sites, busy roads, or crowds.
- Never record, take videos of, or bother community residents or visitors, even in public areas, without first ensuring that you have all required permits, and obtaining written consent from all involved. Please be respectful of everyone's rights when taking pictures in public!

In addition to other legal remedies, we reserve the right to use takedown notices or other online complaint mechanisms to remove any blog or video channel that we believe is misusing our intellectual property, or creating confusion among consumers as to whether or not it is associated with us.

14 Advertising keywords

Many businesses use advertising keywords to trigger sponsored ads on search engines and other sites. While there are situations where it is fair use to use a trademark as an ad-word, problems can arise in the ads that are displayed as a result. Under no circumstances should any third party be displaying our logos or word marks in the headline or body of any sponsored advertisement. Such uses of our trademarks create confusion as they make it appear that following the ad will take the viewer to our sites or resources, when they will not. Similarly, copying our color schemes or logos in ads can likewise lead to confusion. To the extent your advertisement needs to communicate that you serve residents of the Middleton™ community, please be careful not to use our community name as the attention grabbing/headline element, and to always refer to the community in the ways discussed above and only for the purpose of telling consumers that you are looking to serve the needs of community residents. Doing so allows you to market your goods and services, but in a way that does not take advantage of the investment we have made in our marks, and without confusing or misleading consumers as to whether the ad is from us, or from someone else.

Putting it all together

Having a vibrant business community that offers choices and promotes competition is good for all of us, and especially our community residents. If unauthorized companies use our marks (or similar marks) in a

way that confuses consumers or harms the value of the marks we worked so hard, and invested so much to create, it results in an environment that is bad for consumers and unfair to those businesses that compete fairly. These guidelines, and the examples they offer, are intended to provide clarity and help third parties understand what we feel is fair use of the Middleton Marks, and what isn't. We believe that following them will help businesses communicate clearly and effectively with consumers (including our community residents) in a way that helps those businesses build their own brands, without confusing consumers or unfairly using our brands. We hope that you agree.

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 HCV on an individual basis. We reserve 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 a 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 our attention. These Guidelines are not intended to constitute legal advice, an offer, a license, or a consent.

**For Further Questions Regarding
Third Party Usage Contact:
TrademarkInfo@MyMiddleton.com**