

# STACK&TILT TRADEMARK DO'S AND DON'TS

## The Marks:

“STACK&TILT®” or “Stack&Tilt®” (the “Mark”)

Stack&Tilt® Network Instructor Logo (the “Logo” or “Instructor Dot”):

Stack&Tilt® Authorized Instructor Logo (the “Logo” or “Instructor Dot”):



## Stack&Tilt Trademark Do's and Don'ts

As an Authorized Instructor, you must:

Stack&Tilt® word mark (the “Mark”)

- Always include the ® symbol with the Mark  
For example; “I am a Stack&Tilt® Network Instructor” and “I am trained in the Stack&Tilt® Swing System”
- Always use the “&”, as opposed to writing out “Stack and Tilt”
- Separate the “Stack&Tilt®” name from the name of your business
- Capitalize the Mark only as follows “Stack&Tilt®” or STACK&TILT®”
- Include the following disclaimer on the cover page, title page, welcome screen, home page, stationery, advertising or a service, product and/or website where the Mark is used:  
“Stack&Tilt® is a registered trademark of Stack&Tilt Worldwide, LLC and used with permission”

Stack&Tilt Network/Authorized Instructor Logo (the “Logo” or “Instructor Dot”)

- Include the following attribution when featuring the Logo/Instructor Dot in advertising, marketing collateral and any other printed, web or visual materials:  
“Stack&Tilt® and Stack&Tilt® Authorized Instructor Logo are trademarks of Stack&Tilt Worldwide, LLC and are used with permission”
- Use the authorized electronic artwork of the Logo as a template
- Always make sure the Logo meets the minimum size requirements:
  - 60 pixels by 60 pixels for business cards and email signatures
  - 100 pixels by 100 pixels for all other media, including print and web
- Preserve the origin aspect ratio of the Logo; must not be distorted in any way

As an Authorized Instructor, you may:

- Create marketing materials containing or referencing the Mark, provided that you submit the marketing materials to Stack&Tilt Worldwide 30 days prior to publication or distribution
- Use the Logo/Instructor Dot for business cards, letterhead, on stationery or on a resume
- Use the Logo/Instructor Dot on the internet or interactive digital networks, as long as it links to [www.stackandtilt.com](http://www.stackandtilt.com) or other such domains that Stack&Tilt Worldwide shall direct

As an Instructor in the program, you may NOT:

- Use the Marks for or on any products or merchandise (other than pre-approved marketing materials)
- Use the Marks for anything other than the promotion of your services instructing others in the use of the Stack&Tilt® Swing System
- Use any of the Marks in any business, corporation, or trade name (you may not form a legal entity with the name "Stack&Tilt" or anything confusingly similar)
- Include the Marks or the Logo in any internet domain name, product or service name, logo, trade design, slogan or other trademarks
- Host or advertise Stack&Tilt schools/clinics/camps to the public unless you have gained written approval from Stack&Tilt Worldwide, LLC
- Use the Marks, verbally or nonverbally, to describe or perform golf instruction in the generic sense: only associate the Marks with the Stack&Tilt® Swing System
- Use "Stack and Tilt" (as opposed to "Stack&Tilt"), as it is not the correct Mark
- Use the Mark in a plural form, possessive form or as a verb
  - For example, as a verb; "that golfer is stack & tilting" or "come Stack&Tilt® with us"
  - For example, as a noun; "(Name) is an instructor of Stack&Tilt®" or "Get Stack&Tilt®"
- Display the Logo/Instructor Dot in any manner that suggests that you are an employee of Stack&Tilt Worldwide, LLC or the founders of the Stack&Tilt® Swing, Mike Bennett and Andy Plummer
- Translate the Logo into any other language
- Use the Logo or Mark more prominently than you personal name, company, product/service or website name
- Join the Logo/Instructor Dot with any other graphic or text
- Use the "Stack&Tilt Dot" or Stack&Tilt Word Mark Logo" (see below), these can only be used by Stack&Tilt Worldwide

