



October 24, 2019

Margaritaville Brand Guidelines for Homeowners

It has come to Margaritaville's attention that some homeowners are offering cottage rentals without use of the approved rental managers. In connection with this, Margaritaville has observed certain unauthorized uses of its trademarks and other intellectual property. Any such unauthorized uses have the potential to cause confusion in the marketplace and harm the Margaritaville brand.

In an effort to ensure uniform use by homeowners and protect the value of the Margaritaville brand, Margaritaville provides the following guidelines for use of the Margaritaville brand in connection with cottage rental listings by homeowners.

DO'S:

DO use the "Margaritaville" name (and any street names) in a factual manner to identify the location of the rental.

DO use the "Margaritaville" name in the same typeface as other information regarding the rental.

DO include in your listing a statement that the rental does not include access to Club facilities and amenities.

DON'TS:

DON'T use the "Margaritaville" name in any URL address or social media user name (e.g., margaritavillecottages.com, twitter.com/margaritavillecottages)

DON'T use Margaritaville's logos and design marks in any rental listing.

DON'T refer to other Margaritaville trademarks and themed phrases, such as "It's Five O'clock Somewhere" in your listing.

If you have any questions regarding a particular use, please contact Stuart Schultz at sschultz@margaritaville.com.

We appreciate your support of the Margaritaville brand.