

Musical Horizon, LLC Servicemark Usage Guidelines

Last Updated May 29, 2016

Be advised that the following guidelines are not intended to be an inclusive list of all rights Musical Horizon, LLC reserves in its efforts to regulate and protect its rights in its servicemarks.

1. Musical Horizon – USPTO Serial No. 86490975 ; Registration No. 4798910

Standard Character Mark Usage: Audio and video recording services; Audio recording and production; Music video production; Post-production editing services in the field of music, videos and film; Production of audio recording; Production of sound and music video recordings; Recording studio services.

Disclaimer: No claim is made to the exclusive right to use “MUSICAL” apart from the mark as shown.

➤ Capitalization

- **ONLY USE** the following two (2) permissible variants
 - The letters M and H are CAPITAL letters and the remaining letters are lowercase
 - All letters are CAPITAL letters.
 - ✓ Correct: **Musical Horizon, MUSICAL HORIZON**
 - ✗ Incorrect: musical horizon, musical Horizon, Musical horizon, MuSicaL hOrIzOn

➤ Spacing

- The two (2) words Musical and Horizon **MUST** be separated by only one space situated between the two (2) words.
 - ✓ Correct: **Musical Horizon, MUSICAL HORIZON**
 - ✗ Incorrect: MusicalHorizon, M U S I C A L H O R I Z O N

➤ Font

- The **Musical Horizon** servicemark may be used with any font type, **provided that** the individual letters do not touch, and the font type is similar in nature to Times New Roman or Arial.
 - ✓ Correct: **Musical Horizon, MUSICAL HORIZON**
 - ✗ Incorrect: MusicalHorizon, **Musical Horizon**, MUSICAL HORIZON, *Musical Horizon*

- The **Musical Horizon** servicemark **SHOULD** be set in a **bold** font style whenever possible; *italics* and underline **MUST NOT** be used. Additionally, any words immediately prior to and immediately after the **Musical Horizon** servicemark **MUST NOT** be bold.
 - ✓ Correct: The **Musical Horizon** servicemark
 - ✗ Incorrect: **The MUSICAL HORIZON servicemark,**
The **Musical Horizon servicemark,**
Musical Horizon, *Musical Horizon*

- Quotation Marks
 - **DO NOT** surround the **Musical Horizon** servicemark with quotation marks (“ ”).
 - ✓ Correct: **Musical Horizon**
 - ✗ Incorrect: “Musical Horizon”

- **DO NOT** use the **Musical Horizon** servicemark as a noun; it **MUST** be used as an adjective modifying a noun.
 - ✓ Correct: **Musical Horizon** service, **Musical Horizon** engineer,
Musical Horizon Audition Video, **Musical Horizon** Mobile Recording
 - ✗ Incorrect: Get a Musical Horizon.

This also means...

- **DO NOT** use the **Musical Horizon** servicemark to refer to the corporate entity of Musical Horizon, LLC. Always make sure to add the “, LLC”.
 - ✓ Correct: Musical Horizon, LLC offers audio recording services.
 - ✗ Incorrect: Musical Horizon offers audio recording services.
 - ✗ Incorrect: **Musical Horizon, LLC** offers audio recording services.
 - ✗ Incorrect: **Musical Horizon, LLC** offers audio recording services.

and

- **DO NOT** use the **Musical Horizon** servicemark in a plural or possessive form.
 - ✗ Incorrect: **Musical Horizons** recording services
 - ✗ Incorrect: **Musical Horizon’s** recording service

- **DO NOT** use the **Musical Horizon** servicemark as a verb.
 - ✗ Incorrect: You do NOT Musical Horizon a recording, but rather you record with Musical Horizon, LLC.

- Servicemark, trademark, and registration symbol designation
 - You should not use the servicemark symbol SM, or the trademark symbol TM.
 - You should use the registered symbol [®].
 - You may use the registered symbol every time, or you may use it on the first or most prominent usage of the **Musical Horizon** servicemark on any document or within any content.
 - ✓ Correct: **Musical Horizon**[®]
 - ✗ Incorrect: **Musical Horizon**SM, **Musical Horizon**TM

- **DO NOT** use the **Musical Horizon** servicemark in any manner that implies a relationship or affiliation with, sponsorship, or endorsement by Musical Horizon, LLC, or that can be reasonably interpreted to suggest content that has been authored by, produced by, demonstrates the work of, or is representative of the views or opinions of Musical Horizon, LLC, its officers, employees, or duly authorized representatives.

- **DO NOT** use an imitation of the **Musical Horizon** servicemark in any manner that might confuse or mislead third parties into believing that Musical Horizon, LLC is affiliated with, sponsors, or endorses content, goods, or services unrelated to Musical Horizon, LLC. Imitations include, but are not limited to, the following: “Musical Horizons”, “Music Horizon”, “Music Horizons”, “Musics Horizon”, “Musics Horizons”, “Musik Horizon”, “Musik Horizons”. Additionally, **DO NOT** use or register any first-, second-, or third-level domain name that uses or imitates the **Musical Horizon** servicemark.

- **DO NOT** use the **Musical Horizon** servicemark in any document or within any content that contains or depicts adult content, promotes gambling, involves the sale of tobacco or alcohol to persons under twenty-one (21) years of age, or otherwise violates applicable law.

- **DO NOT** use the **Musical Horizon** servicemark in a manner that is in Musical Horizon, LLC’s sole opinion misleading, unfair, defamatory, infringing, libelous, disparaging, obscene, or otherwise objectionable to Musical Horizon, LLC.

- **DO NOT** incorporate the **Musical Horizon** servicemark into your own product name, service name, trademark, servicemark, design, logo, or company name.

- **DO NOT** use the **Musical Horizon** servicemark in a way that suggests a common, descriptive, or generic meaning.

2. **Musical Horizon – USPTO Serial No. 86650831 ; Registration No. 4881363**

Musical Horizon

Mark Usage: Audio and video recording services; Audio recording and production; Music video production; Post-production editing services in the field of music, videos and film; Production of audio recording; Production of sound and music video recordings; Recording studio services.

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Mark Drawing Code: Design Plus Words, Letters, and/or Numbers

Design Search Code: Clef symbol (musical); Musical notes; Musical staff; Musical symbols, including treble and bass clef symbols, sharp and flat symbols and notes

Description of Mark: Color is not claimed as a feature of the mark. The mark consists of the two words "Musical" and "Horizon" with the musical notation symbol for a treble clef, also known as a g-clef, positioned between the two words.

- **ONLY USE** Musical Horizon, LLC approved artwork when using the **Musical Horizon** logo servicemark.
- **DO** maintain a minimum of 25 pixels between each side of the **Musical Horizon** logo servicemark and other graphic or textual elements on any document or within any content.
- Servicemark or trademark symbol designation
 - You should not use the servicemark symbol SM, or the trademark symbol TM.
 - You should use the registered symbol [®] whenever possible (but only the first time or at the highest point on the document that the **Musical Horizon** logo appears).
- **DO NOT** display the **Musical Horizon** logo servicemark as the most prominent element on any document or within any content.
- **DO NOT** display the **Musical Horizon** logo servicemark in any manner that implies a relationship or affiliation with, sponsorship, or endorsement by Musical Horizon, LLC, or that can be reasonably interpreted to suggest content that has been authored by, produced by, demonstrates the work of, or is representative of the views or opinions of Musical Horizon, LLC, its officers, employees, or duly authorized representatives.

- **DO NOT** display an imitation of the **Musical Horizon** logo servicemark in any maner that might confuse or mislead third parties into believing that Musical Horizon, LLC is affiliated with, sponsors, or endorses content, goods, or services unrelated to Musical Horizon, LLC. Imitations include, but are not limited to, imitations of the typography within the **Musical Horizon** logo servicemark, or the usage of a treble-clef positioned between two words.
- **DO NOT** display the **Musical Horizon** logo servicemark on any document or within any content that contains or depicts adult content, promotes gambling, involves the sale of tobacco or alcohol to persons under twenty-one (21) years of age, or otherwise violates applicable law.
- **DO NOT** display the **Musical Horizon** logo servicemark in a manner that is in Musical Horizon, LLC's sole opinion misleading, unfair, defamatory, infringing, libelous, disparaging, obscene, or otherwise objectionable to Musical Horizon, LLC.
- **DO NOT** incorporate the **Musical Horizon** logo servicemark into your own trademark, servicemark, design, or logo.