

Trademark Policy – This Trademark Policy applies to anyone who uses the Pollinator Pathway’s Trademarks.

Pollinator Pathway benefits from the public recognition of its name, symbols, logos, trademarks, service marks, designs, and any combination of these. Federal, state, and common law govern Pollinator Pathway’s rights to its Marks, including:

- POLLINATOR PATHWAY™
- ¹



(the “Marks”).

*How you **may** use our Marks:*

Subject to this Trademark Policy, you are authorized to use our Marks on signage and other materials for your personal use in your lawns, gardens, and pathways, and to promote and support Pollinator Pathway’s network of community Pathway projects and to advocate for the protection of pollinators and pollinator habitat. It goes without saying that, you do not need our permission to use our name for referential use (e.g., to refer to Pollinator Pathways as an organization), provided that such use does not imply endorsement by or association with Pollinator Pathways other than as permitted under this Trademark Policy.

*How you **may not** use our Marks:*

We want to ensure that everyone knows that you are a part of the Pollinator Pathway family, so please use our marks consistently and without modification.

Because of the likelihood of confusion, commercial use of our Marks (e.g., as a product name, merchandise sales or other commercial benefit) or use of our marks in a domain name or company name is prohibited without the express written permission by us.

¹ Note to Client: This trademark should be posted with the ® symbol at the end of Pathway.

And finally, please do not use the Marks in a manner likely to cause harm to Pollinator Pathway's reputation or that confuses the public.

We retain all rights to the Marks, including the right to revoke:

Pollinator Pathway retains all rights in and to the Marks, together with all goodwill associated with your use of our Marks. Pollinator Pathway retains the right to revoke any authorization and license to use the Marks, in our sole discretion, for any violations of this Trademark Policy.