# GUIDELINES FOR BEST OF PHILLY®
# TRADEMARK USE

Congratulations on having been named a *Philadelphia* magazine Best of Philly® 2023 Winner! Along with the benefits of being selected as a winner, *Philadelphia* magazine hereby authorizes you to use its registered trademark - Best of Philly® - only in your own advertising and promotional materials and press releases publicizing your selection. All other use of the trademark is prohibited.

**All use of our trademark is subject to the following provisions**:

1. The trademark must be clearly identified with the ® symbol immediately following the Best of Philly® award indication and it must always be accompanied by the name "*Philadelphia* magazine".

2. The Best of Philly® trademark must be clearly attributed to only your **winning category**, the **year of the award** must be indicated next to the category, and **it must be indicated that the award was given by *Philadelphia* magazine**. If you wish to use the *Philadelphia* magazine Best of Philly® winner badge in doing so, please visit **http://www.phillymag.com/bop23winner** to receive the logo. If you are promoting the award on your website, please link back to our online listings: www.phillymag.com/best-of-philly/.

<u>**EXAMPLE WITHOUT USE OF WINNER BADGE**</u>:
*Philadelphia* **magazine's Best of Philly® 2023 - Best Pizza**

<u>**EXAMPLE WITH USE OF WINNER BADGE:**</u>



**Best Pizza**

We must insist that you follow these specific guidelines in order to preserve the integrity of this award and to increase its value to you and the other winners. In addition, *Philadelphia* magazine reserves the right to use your name in its list of Best of Philly® award-winners.

Show off your award in style. Shop *Philadelphia* magazine's online store to purchase customizable plaques, window clings and more to showcase your accomplishment. Visit phillymag.newskeepsake.com to shop all of the new products.

Once again, congratulations on your award!

Thank you,

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