

## Dirty Girl TRADEMARK USAGE GUIDELINES

These trademark usage guidelines (the "Guidelines") are for Dirty Girl® participants wishing to use Dirty Girl trademarks, logos, graphics, etc. on clothing, signs, or other personal items (collectively "Dirty Girl Content"). Use of any Dirty Girl Content for commercial purposes without the prior written consent or in a manner that violates these Guidelines is expressly prohibited and may constitute trademark infringement and unfair competition in violation of federal and state laws. Please respect Dirty Girl's trademarks and have fun.

To use a Dirty Girl graphic, logo or design (collectively "Dirty Girl Content") pursuant to these guidelines, you must be a registered participant of a Dirty Girl event.

Dirty Girl recommends that you use official Dirty Girl Content, which can be downloaded from our website [www.godirtygirl.com](http://www.godirtygirl.com). However, you are not required to use official Dirty Girl Content. When using a Dirty Girl trademark, never vary the spelling, add or delete hyphens, make one word two, or use a possessive or plural form of the Mark.

You may not use, or allow any third party to use, any Dirty Girl Content for commercial purposes. This means that you may not sell or offer to sell any item that bears any Dirty Girl Content even if you create your own version of such Dirty Girl Content. For example, you may use official Dirty Girl Content, or paint or draw your own version of Dirty Girl Content, to create a T-Shirt on Café Press or Zazzle for your own personal use; but, you cannot sell that T-Shirt or allow any third party to sell that T-Shirt.

You agree not to use any Dirty Girl Content in any manner that may be considered disparaging, obscene, vulgar, discriminatory, or otherwise contain any hateful, threatening disparaging content. In other words, you cannot use any Dirty Girl trademark in a manner that may harm Dirty Girl's reputation or be deemed offensive or harmful to any third party.

You agree not to use any Dirty Girl Content in close proximity to any other third party trademark. For example, if your T-shirt has a Nike® or Adidas® trademark or logo, do not place any Dirty Girl Content directly next to such third party trademarks or logos.

If you use Dirty Girl Content or design your own Dirty Girl content, you acknowledge and agree that you do not acquire any trademark rights to such content and that all goodwill resulting from your use of any Dirty Girl Content, or your own version of Dirty Girl content, shall be for the benefit of Dirty Girl.

You agree not to register any domain name, social media page or other online website that contains the words DIRTY GIRL. Websites that are not produced by Dirty Girl should not imply, either directly or by omission, that they are owned or controlled by Dirty Girl.

You acknowledge and grant permission to 100, LLC a/k/a Dirty Girl, their respective affiliates, parent companies, subsidiaries and assigns and their members, shareholders, directors, officers, agents, volunteers, clubs, sponsors, promoters, employees and assigns to use any photographs, motion pictures, recordings or any other record of the Dirty Girl Event for any purpose including but not limited to promoting, advertising, and marketing purposes. Any and all photographs, motion pictures, recordings or other records of the event are the sole property of 100, LLC.

Dirty Girl may modify these Guidelines from time to time in its sole discretion, and will provide notice by posting the revised Guidelines on its website. Dirty Girl will enforce the Guidelines in its sole discretion. Any failure by Dirty Girl to require compliance with any provision of the Guidelines will not operate as a waiver to request strict compliance in the future. If you have any questions about these Guidelines, please contact us at [customercare@godirtygirl.com](mailto:customercare@godirtygirl.com).