
Effective Date: 1st June, 2015

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COPYRIGHTS AND TRADEMARKS

What is a trademark policy violation on alt. [*a lovely thing*] ?

When a supplier or user registered on **alt.** [*a lovely thing*] uses a company or business name, logo, or other trademark-protected materials on **alt.** [*a lovely thing*] in a manner that may mislead or confuse others with regard to its brand or business affiliation, this may be considered a trademark policy violation.

How does alt. [*a lovely thing*] respond to reported trademark policy violations?

When we receive reports of **alt.** [*a lovely thing*] suppliers or users violating the trademark policy from holders of federal or international trademark registrations, we review the account and may take the following actions:

- When there is a clear intent to mislead others through the unauthorised use of a trademark, **alt.** [*a lovely thing*] may suspend the account and notify the account holder.
- When we determine that an account appears to be confusing users, but is not purposefully passing itself off as the trademarked good or service, we give the account holder an opportunity to clear up any potential confusion. We may also release a username for the trademark holder's active use.

What is not a trademark policy violation?

Using another's trademark in a way that has nothing to do with the product or service for which the trademark was granted is not a violation of our trademark policy. **alt.** [*a lovely thing*] usernames are provided on a first-come, first-served basis and may not be reserved. For information on why you may not be able to select a certain username, please see contact us at info@alt-001.com.

What Information is required when reporting trademark policy violations?

In order to investigate trademark policy violations, please provide all of the following information:

- Username of the reported account, user name or brand name;
- Your company name and website;
- Your trademarked word, symbol, etc.;
- Trademark registration number and trademark registration office.
- Your first and last name, title, address, phone number and email address (must be from company domain);
- Description of confusion (e.g. passing off as your company, including specific descriptions of content or behaviour);
- Requested Action (e.g. removal of violating account or transfer of trademarked username to an existing company account).

How Do I Report a Trademark Policy Violation?

Holders of registered trademarks can report possible trademark policy violations to **alt.** [*a lovely thing*] by contacting us at info@alt-001.com. Please submit trademark-related requests from your company email address and follow the format above to help expedite our response. Also be sure to clearly describe to us why the account may cause confusion with your mark or how the account may dilute or tarnish your mark.