



## **U.S.News - Best Lawyers® "Best Law Firms" Publicizing Guidelines**

U.S.News & World Report ("U.S.News") and Woodward/White (dba as "Best Lawyers") permits ranked law firm (the "Law Firm") to mention their rankings as specified below:

- To be eligible to mention that it has been ranked in the 2011-2012 "Best Law Firms" rankings, the Law Firm should appear in the print or online version of the "Best Law Firms" 2011-2012 list.
- The ranked Law Firm must prominently specify both specialty and tier when mentioning its 2011-12 "Best Law Firms" rankings.
- The 2011-2012 "Best Law Firms" rankings shall only be used for the purpose of identifying the Law Firm as having been named to the "Best Law Firms" 2011-2012 list and not to imply an endorsement of any products or services.
- U.S.News and Best Lawyers have the right to monitor mentions of the 2011-2012 "Best Law Firms" rankings, and if a Law Firm's description of its placement on the "Best Law Firms" 2011-2012 list is inaccurate, or otherwise unacceptable, U.S.News and/or Best Lawyers will notify the Law Firm and the Law Firm agrees that it shall immediately remove, or change, such materials in accordance with U.S.News's and/or Best Lawyers's request.
- Under no circumstances may a firm use the logos of U.S.News and Best Lawyers, or any other creative from U.S.News or Best Lawyers, without the express written permission of Best Lawyers and U.S.News.
- These guidelines are subject to change without notice, and U.S.News may withdraw or change these guidelines at any time and for any reason.

## **U.S.News - Best Lawyers® "Best Law Firms" Customized Badges**



U.S.News & World Report ("U.S.News") and Woodward/White (dba as "Best Lawyers") licenses to ranked law firms (the "Law Firm") a graphic (the "2011-2012 Best Law Firms Badge") to be used as permitted under this Agreement.

- To be eligible to use the 2011-2012 "Best Law Firms" Badge, the Law Firm should appear in the print or online version of the "Best Law Firms" 2011-2012 list.
- The 2011-2012 "Best Law Firms" Badge shall only be used by the ranked Law Firm named to the "Best Law Firms" list, and may not be used by any parent, subsidiary, related or affiliated institutions.

- A Law Firm may use the 2011-2012 "Best Law Firms" Badge for the Ranking Year price of \$500 as follows:
  - On its website
  - On the footer of e-mail messages originating from the firm
  - In print or online marketing presentations for limited distribution
  - In marketing brochures
  - In print and online advertising (excluding billboards and other forms of outdoor advertisements, yellow page advertisements and television), provided that such advertising must be provided to Best Lawyers for its approval prior to production. In no event will U.S.News/Best Lawyers permit an advertisement to state that a ranked law firm is a "best law firm" or to suggest that a listing in U.S.News — Best Lawyers® "Best Law Firms" guarantees a desired result in a legal case or that their lawyers are necessarily more skilled than lawyers at firms that are not ranked in the publication.
- In connection with the Law Firm's purchase of the right to use the 2011-2012 "Best Law Firms" Badge, the Law Firm also has the right to mention its ranking in the 2011-2012 "Best Law Firms" Rankings in both text and verbal media. When so mentioning its ranking or rankings, the Law Firm must prominently specify both the specialty for which the Law Firm has been ranked, and the tier in which such ranking appears, when mentioning the 2011-2012 "Best Law Firms" Rankings; alternatively, in the case of multiple specialties and multiple tiers, the Law Firm must summarize those specialties and tiers accurately.
- This Agreement does not authorize the Law Firm to create reprints, e-prints, plaques, lapel pins or other products containing the Best Lawyers/U.S.News Brand. Such products may be purchased separately by contacting your Best Lawyers account manager.
- Because the 2011-2012 "Best Law Firms" Badge does not specify the specialty for which a Law Firm has been ranked, or the tier in which such ranking appears, the Law Firm must prominently specify both specialty and tier when displaying the 2011-2012 "Best Law Firms" Badge.
- If the Law Firm uses the 2011-2012 "Best Law Firms" Badge on the Law Firm website, the 2011-2012 "Best Law Firms" Badge must link back to the Law Firm's directory page at the U.S.News website, or such other web page designated by U.S.News and Best Lawyers.
- The 2011-2012 "Best Law Firms" Badge shall only be used for the purpose of identifying the Law Firm as having been named to the "Best Law Firms" 2011-2012 list and not to imply an endorsement of any products or services.
- The use of the 2011-2012 "Best Law Firms" Badge is subject to the Law Firm correctly describing its placement on the "Best Law Firms" 2011-2012 list. U.S.News and Best Lawyers have the right to monitor use of the 2011-2012 "Best Law Firms" Badge, and if a Law Firm's description of its placement on the "Best Law Firms" 2011-2012 list is inaccurate, U.S.News and/or Best Lawyers will notify the Law Firm and the Law Firm agrees that it shall immediately remove, or change, such materials in accordance with U.S.News's and/or Best Lawyers's request.
- The 2011-2012 "Best Law Firms" Badge shall only be used in the form and colors indicated, without modifications or alterations.
- Permission for use of the 2011-2012 "Best Law Firms" Badge begins on the date that this Agreement is fully signed and lasts either 12 months after such signing or until the next publication of the U.S.News – Best Lawyers "Best Law Firms" rankings, whichever comes first.
- The Law Firm acknowledges that the 2011-2012 "Best Law Firms" Badge is a trademarked and copyrighted creation belonging to U.S.News & World Report, L.P. and Best Lawyers, LLC and that all rights accruing from the use of the mark shall be to the benefit of U.S.News & World Report, L.P. and Best Lawyers, LLC.
- The Law Firm shall indemnify and hold U.S.News & World Report, L.P., Best Lawyers, LLC, and their respective parents, subsidiaries, affiliated and related companies harmless from and against any and all liability, loss, damage or injury, including reasonable attorney's fees, relating either directly or indirectly, to the material on which the 2011-2012 "Best Law Firms" Badge is used.

- Except as set forth herein, no other use of the 2011-2012 "Best Law Firms" Badge may be made without U.S.News's and/or Best Lawyers's prior express approval. For any use whatsoever of the U.S.News & World Report logo, or any other text, photograph, graphic, cover or image of U.S.News & World Report magazine or [www.usnews.com](http://www.usnews.com), the Law Firm agrees that it shall contact us at 803-648-0300 or [info@bestlawyers.com](mailto:info@bestlawyers.com) for specific written authorization. If used for advertising purposes, U.S.News will review all submitted advertising uses for accuracy and may, in its sole discretion, deny permission or request changes in text that refers to the magazine and its content as a condition to granting permissions.
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