

## AtmosFX Trademark & Brand Policy

Welcome to AtmosFX's Trademark and Brand Policy page. We're excited that you've discovered the versatile ways that AtmosFX's digital decorations and accessories allow you to decorate in new and innovative ways. Below you'll find our guidelines, so that you can interact with the AtmosFX brand correctly.

### Usage Guidelines

AtmosFX's trademarks and trade dress are protected in the US and internationally, and may not be used without our written permission. AtmosFX's trademarks include, but are not limited to, Digital Decorations, AtmosCHEERfx, AtmosFEARfx, Frightfully Entertaining, and other graphics, phrases or images that identify the source or origin of AtmosFX's product and services. Do not alter or modify the marks or use them in a confusing way that suggests that AtmosFX sponsors or endorses you or your products or services, or confuses the AtmosFX brand with another brand.

You may use our AtmosFX wordmarks (such as AtmosFEARfx and Digital Decorations, but not our logos) in truthful and factual statements to communicate: (1) that your product is "made for use with" or "compatible with" AtmosFX's digital decorations (more about this is below). If you are an authorized AtmosFX distributor or reseller, you should review your agreement with AtmosFX to understand your authorization to use AtmosFX marks.

If you are in the media and need access to AtmosFX's press kit, please email: [community@AtmosFX.com](mailto:community@AtmosFX.com)

### Projectors, Accessories, and Merchandise

Please note that we generally don't permit use of our marks on projector kits, accessories, and merchandise (or anything else). Merchandise includes anything you create or build to work with AtmosFX Digital Decorations such as: props, screens, instructional videos, etc. We love your enthusiasm for our products but please don't put our marks (including wordmarks and logos) on your custom creations.

If you are making or developing something that can be used with our digital decorations you may make factual, truthful statements about how your item works with or is made to be used with a AtmosFX product or service. Below are the ways in which you may use the AtmosFX name for this purpose:

- "Works with AtmosFX's Digital Decorations OR "Compatible with the AtmosFEARfx® Digital Decorations"
- "Made to be used with AtmosFX Digital Decorations" or "Made to be used with AtmosCHEERfx® Digital Decorations"

Our marks may not be used as part of your product name and must be used in a way that appears less prominent than your product or service name. Your use must not create the impression that AtmosFX endorses, sponsors, approves of, or is in any way associated with your product or service without expressed permission from AtmosFX. Please do not use our marks in any way that would damage the marks, be misleading to consumers, or be derogatory to AtmosFX or its goods or services.

In all materials that contain one of the above phrases, you must also make sure the following text appears where it can be seen by someone purchasing such an item: "AtmosFX, AtmosFEARfx, AtmosCHEERfx, Frightfully Entertaining, Digital Decorations, and all related AtmosFX logos are trademarks or registered trademarks of AtmosFX, Inc."

### Websites/Fansites

Please do not apply for a trademark containing AtmosFX or Digital Decorations, Frightfully Entertaining or one of our other marks, and do not use AtmosFX or Digital Decorations in your website name or register a domain name that contains AtmosFX, AtmosFEARfx, AtmosCHEERfx, Digital Decorations,

Frightfully Entertaining or any of our other marks, or misspellings or other variations of our marks. Your website or fansite must not copy the distinctive AtmosFX look and feel, as we do not want anyone to be confused about whether it's your site or our site.

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