



Guidelines for Choosing Your Company Name

Dealers should not utilize the Tropical Sno trademark in their business name in any manner that implies that the Dealer is an employee, agent, partner, associate, owner, or has any legal rights to the Tropical Sno trademark.

Dealers should never utilize the Tropical Sno trademark as a business name without also using their own distinguishing business name and one of the words DEALER, INDEPENDENT DEALER or DEALERSHIP.

The terms COMPANY, INC., LTD., CORPORATION or CORP., should never be used in conjunction with the Tropical Sno trademark.

The following formats **ARE PERMISSIBLE** ways of utilizing the Tropical Sno trademark in your business name:

- A. JONES TROPICAL SNO DEALERSHIP
- B. AMERICAN ICE, INC.
DEALER OF TROPICAL SNO PRODUCTS
- C. COOL TREATS CORPORATION
INDEPENDENT TROPICAL SNO DEALER

The following formats are **NOT PERMISSIBLE** ways of utilizing the Tropical sno trademark in a business name:

- A. TROPICAL SNO, INC.
- B. JONE'S TROPICAL SNO, LTD.
- C. TROPICAL SNO OF UTAH
- D. TROPICAL SNO OF SALT LAKE CITY
- E. TROPICAL SNO, INC.
JOHN JONES, DEALER

For questions regarding the use of the Tropical Sno trademark contact Pioneer Family Brands, Inc. or an authorized distributor of Tropical Sno products.