

## **Bridgeland® Trademark Guidelines for Real Estate Professionals**

These guidelines are provided to aid real estate professionals (such as Realtors®) in properly using our trademarks in promotional materials.


### **Summary**

Much like NAR is mindful about its trademarks Realtor® and Realtors®, we are mindful of our trademarks. While we want real estate professionals to reference our community name and village names to potential buyers, we diligently monitor use of our trademarks to protect their value.

The goals of these guidelines are to: (1) show you how to properly communicate with potential clients regarding our community and promote home listings; and (2) avoid potential confusion or the appearance that a real estate professional or their company is an “official business” supported or endorsed by us.

### **Trademarks Related to the Bridgeland® Community**

Bridgeland Development, LP holds U.S. trademark registrations for the following trademarks:

- Bridgeland®
-  BRIDGELAND®
- Bridgeland Central®
- Lakeland Village®
- Prairieland Village®
- Parkland Village®
- Creekland Village®
- Lakeland Village Center®
- Trademarks related to the Bridgeland Bill® mascot

This list may change. In addition, we hold rights to unregistered trademarks such as logos, neighborhood names, and park names.

### **Use by Others**

You may notice some use of our trademarks by others, such as Bridgeland High School. The high school uses the Bridgeland trademark under a license from us. Other licensed users include, but are not limited to, commercial tenants and homeowners associations.

Our policy is to issue a limited number of licenses to carefully manage and protect our trademarks. We do not grant license requests except in rare situations.

Unlicensed use of our trademarks as part of a business name or in other problematic ways is not permitted.

### **Trademark Use Guidelines**

We ask that you abide by the following:

1. Avoid using our trademarks in a way that might cause people to think that we are affiliated with your use, or otherwise sponsor or approve of your use. For example, if our trademark is the most prominent trademark in your marketing (rather than your business’ trademark), that may be an issue.

2. Do not use any of our trademarks as part of a business name.
3. Do not use our logos. If we make collateral materials available for your use and our logos appear on those materials, that is a different situation.
4. When possible, please include the registered mark symbol when referencing Bridgeland® or one of our U.S. registered trademarks.
5. One preferred format for real estate professionals referencing our trademarks is to include “community” after the trademark. For example: “[Agent name/office], proudly selling in the Bridgeland® community.”
6. When possible, please identify the trademark registration owner: *BRIDGELAND® is a registered trademark of Bridgeland Development, LP.*
7. Be mindful of the potential for confusion when registering domain names, creating social media accounts, or developing SEO strategies. Some situations are acceptable and some are not.
8. Accuracy is important. For example, it is not appropriate to refer to an area (or home listing) outside the boundaries of the Bridgeland® community as “in Bridgeland.”
9. The Bridgeland® community is not a municipality. It is not appropriate to use “Bridgeland, TX” or “Bridgeland, Texas.”

### **Collateral Materials**

Please do not copy images or videos from our websites or social media content. That content is protected by copyright law. Some content may be owned by photographers and licensed for our use only.

We offer various collateral materials for use by real estate professionals to market homes in the Bridgeland® community. We can provide you with some community images that we have rights to share with third parties as well as community maps.

To obtain permitted assets, please visit our [Realtor page](#) and complete the form. Once verified, you’ll receive a link to download the assets via email. If using any of our images or maps to market our community or in conjunction with marketing a listing, please add the following caption: *Map/photo provided courtesy of Bridgeland Development, LP.*

### **Questions?**

We recognize that the general discussion in these guidelines cannot address every circumstance. We are available should you have questions regarding use of our trademarks. Please call (281) 304-5588 or email [welcomecenter@bridgeland.com](mailto:welcomecenter@bridgeland.com).