



GUIDELINES FOR BOSTON MAGAZINE TOP DENTISTS™ 2022 TRADEMARK USE

Congratulations on having been named a *Boston* magazine Top Dentists™ 2022 Winner! Along with the benefits of being selected a winner, *Boston* magazine hereby authorizes you to use its trademark – *Boston* magazine Top Dentists™ - only in your own advertising and promotional materials and press releases publicizing your selection beginning September 27, 2022. All other use of the trademark is prohibited.

All use of our trademark is subject to the following provisions:

1. The trademark must be clearly identified with the ™ symbol immediately following the *Boston* magazine Top Dentists™ award indication and it must always be accompanied by the name “*Boston* magazine”, with *Boston* italicized and lowercase ‘m’ in magazine.
2. Use of the *Boston* magazine Top Dentists™ trademark in copy/text must be clearly attributed to your **winning specialty/category**, the **year of the award** must be included, and **it must be indicated that the award was given by *Boston* magazine**. If you are promoting the award on your website, please link back to our online listings: <https://www.bostonmagazine.com/dentists/>. Use of the 2022 winner’s badge on your website or other promotional materials can be used as is without inclusion of the winning category. If you choose to feature the badge on an advertisement within *Boston* magazine, the winning category must be included. The badge may not be edited or altered in any way. If you need additional badges from past years, please email camaral@bostonmagazine.com.

Example without use of logo:

Boston magazine Top Dentists™ 2022 – Cosmetic Dentistry

3. The *Boston* magazine Top Dentists™ trademark must not be used in connection with a group of professionals or a company name without clearly identifying those professionals selected for the *Boston* magazine Top Dentists™ award, the year of their individual award, and the winning category of each professional.

We must insist that you follow these specific guidelines in order to preserve the integrity of this award and to increase its value to you and the other winners. In addition, *Boston* magazine reserves the right to use your name in its list of *Boston* magazine Top Dentists™ award-winners. *Boston* magazine is excited to share additional opportunities for Top Dentists award winners to showcase their win. Awards and other promotional items will be co-branded with topDentists and *Boston* magazine. To purchase, please reach out to Mark Barkley by email at mark@usatopdentists.com or awards@usatopdentists.com, or by phone at (706) 364-0853. Should you have any questions about the above guidelines, please contact me at camaral@bostonmagazine.com.

Thank you,

Catarina Maia Amaral | Senior Manager, Integrated & Sales Marketing, *Boston* magazine