

Schedule 8

Project and Brand Guidelines

A. **Follow brand-specific guidelines as provided by Client.**

B. **Follow the General Client Brand Guidelines below:**

I. Proper Trademark Use

- Use full Brand and Product names.
- Brand trademarks should only be used as adjectives modifying a generic product or service name (like “brand”), never as nouns or verbs.
- Do not pluralize Brand trademarks.
- Do not use an abbreviation of Brand trademarks. Similarly, use only the full wording of any slogan that constitutes a registered trademark, as provided by Client.
- Do not use Brand trademarks to describe game play or create a slogan that plays upon the mark.
- Do not “mash-up” Client’s brand IP, including Brand and Product names, with the brand IP, including brand or product names, of the any third party.
- Use the proper legal notices provided by your Client contact.

II. Entertainment

- Do not use television or movie assets or specific story elements from a movie or television series in connection with non-movie or non-TV products, product lines, segments, etc.
- Do not advertise a movie rated PG-13 or older to children under 13, for example, do not say “recreate scenes from [the movie],” however, it is acceptable to say “inspired by [the movie].”

III. Marketing Watch Outs/Techniques

- Accuracy: Products must be shown and operated as they are intended for normal play by the average user (i.e., not an expert or someone who has practiced for a while); product features and performance cannot be enhanced, altered or manipulated in any way.
 - Ex: If a product cannot stand or move on its own, you must show a hand holding or moving it.
- Product Claims: Do not make or imply claims about the product unless those have been provided to you by your Client contact.
 - Ex: Do not use superlatives like furthest, best, fastest, always etc. to describe products or product features; do not say a blaster shoots projectiles a certain distance, or a product can teach a child to count.
- Safety/Appropriateness: All content must depict safe and appropriate play.
 - Ex: Any child shown playing with a product should be at least as old as the specified age grade; environments and parental supervision should be age appropriate; products should not be misused.
- Disclose any techniques used if not shown in real time (fast motion, time lapse or similar technique) when showing the operation of the product.
- Show passage of time in content that depicts time passing.
- Do not portray any misuse of the product (even sarcastically)
- Only use the product as it is intended to be used.
- The age of a child shown playing with the product should be consistent with the age grade of that product.

- Content in which the product is used, must be appropriate for the intended consumer/audience of the product.
- If appropriate to the product, a parent/adult should be visibly present and watching the children when operating the product.