

Use Guidelines for Martindale-Hubbell Peer Review Ratings

Martindale-Hubbell, as licensor, is responsible for exercising reasonable control over the use of Certification Marks and Icon Marks (as defined below, collectively the "Marks"). The guidelines listed below (the "Use Guidelines") provide the permissions and requirements of Users who intend to use Certification Marks and/or Icon Marks outside of martindale.com, Lawyers.com, Martindale-Hubbell mobile apps, and other Martindale-Hubbell services. We look for consistent observance of the Use Guidelines by Users and will monitor, identify and correct any uses not permitted under the Use Guidelines.

- Certification Marks: A text description of the attorney's rating (AV[®], AV Preeminent[®] Martindale-Hubbell DistinguishedSM and Martindale-Hubbell NotableSM)
- Icon Marks: The image designed by Martindale-Hubbell to identify the attorney's rating (the Martindale-Hubbell dynamic badge or a static image)

Peer review rated lawyers and their law firms ("Users") may use the Certification Marks and Icon Marks under the following circumstances, and with the appropriate approved certification mark reference or rating explanation as noted below:

Printed communications (e.g., law firm brochures, directories, newspapers, outdoor advertisements, etc.), whether using the Certification Marks or the Icon Marks, must include the following Certification Mark reference:

- AV[®], AV Preeminent[®], Martindale-Hubbell DistinguishedSM and Martindale-Hubbell NotableSM are Certification Marks used under license in accordance with the Martindale-Hubbell[®] certification procedures, standards and policies.

Printed professional announcements and all print and digital legal directories, whether using the Certification Marks or the Icon Marks, must include the above Certification Mark reference AND the following rating explanation:

- Martindale-Hubbell[®] is the facilitator of a peer review rating process. Ratings reflect the anonymous opinions of members of the bar and the judiciary. Martindale-Hubbell[®] Peer Review Ratings[™] fall into two categories - legal ability and general ethical standards.

Internet applications, whether using the Certification Marks or the Icon Marks must include the certification mark reference AND either the rating explanation identified above OR a link to a Web page maintained by Martindale-Hubbell that contains the approved explanation. This page URL is www.martindale.com/ratings.

Radio commercials must state either: (1) "AV[®] is a registered Certification Mark used under license in accordance with the Martindale-Hubbell certification procedures, standards and policies" or "AV Preeminent[®], Martindale-Hubbell DistinguishedSM and Martindale-Hubbell NotableSM are Certification Marks used under license in accordance with the Martindale-Hubbell certification procedures, standards and policies" and (2) "Martindale-Hubbell[®] is the facilitator of a peer review rating process. Ratings reflect the anonymous opinions of members of the bar and the judiciary. Martindale-Hubbell[®] Peer Review Ratings[™] reflect two categories - legal ability and general ethical standards."

Television and other visual and audio media must state or have clear text, in the media, indicating that: (1) ""AV[®] is a registered certification Mark used under license in accordance with the Martindale-Hubbell[®] certification procedures, standards and policies." or "AV Preeminent[®], Martindale-Hubbell DistinguishedSM and Martindale-Hubbell NotableSM are certification Marks used under license in accordance with the Martindale-Hubbell[®] certification procedures, standards and policies." and (2) "Martindale-Hubbell[®] is the facilitator of a peer review rating process. Ratings reflect the anonymous opinions of members of the bar and the judiciary. Martindale-Hubbell[®] Peer Review Ratings[™] fall into two categories - legal ability and general ethical standards."

Business cards and resumes are not required to include the certification mark reference or rating explanation; however, the cards must include the appropriate trademark symbol AV[®], AV Preeminent[®], Martindale-Hubbell DistinguishedSM or Martindale-Hubbell NotableSM.

In addition to Martindale-Hubbell's guidelines, lawyers and law firms should refer to their state bar rules regarding attorney advertising. Martindale-Hubbell[®] Peer Review Rated[™] lawyers and their law firms may use the Certification Marks and Icon Marks in a manner that is consistent and compliant with the applicable rules and regulations governing lawyer advertising in the state/commonwealth/jurisdiction in which the Marks are to be used. It is the sole obligation of the rated lawyer or their law firm to ensure compliance with the applicable rules and regulations regulating such usage.

Martindale-Hubbell Certification Marks and Icon Marks: Non-Permitted Uses

Use or mention of the Martindale-Hubbell and the Martindale-Hubbell[®] Peer Review Ratings[™] is not allowed if it violates the terms of these Use Guidelines, including any use in:

- Political pieces, advertisements or campaign materials
- "Letters to the Editor"" or similar articles or opinion pieces that are public commentary or reflect the personal opinions of the rated lawyer or law firm
- Websites that do not conform to these Use Guidelines, including websites that are not related to the attorney specifically or legal matters, websites that condone any activities in violation of the law or any website or in any application or publication that contains profane, obscene or pornographic content or content that denigrates a particular group based on gender, race, religion, sexual preference, handicap or other protected category.

Users of the Certification Marks or the Icon Marks agree that their use of the Marks are governed by the Use Guidelines and recognize that Martindale-Hubbell can terminate or suspend the use rights of a User according to these Use Guidelines. Any Users who fail to remedy improper uses after notice from Martindale-Hubbell may be denied the right to use the Marks and may have their Martindale-Hubbell[®] Peer Review Ratings[™] cancelled. Martindale-Hubbell also shall have the right to terminate or suspend a User's right to use any of the Certification Marks and/or Icon Marks if such use could threaten the validity or protection of those Marks without having to give prior written notice to the User.

If Martindale-Hubbell terminates or suspends a User, such User agrees to immediately cease use of any Certification Mark and/or Icon Mark. Also, if a User receives a different rating, such User will immediately take all reasonable steps to change the uses of a Certification Mark and/or Icon Mark to appropriately reflect the change to the rating.

Users do not have the authority to sublicense or approve third party uses of the Certification Marks and/or Icon Marks. However, this does not prohibit a User from engaging printers or publishers to use the Certification Marks and/or Icon Marks in materials prepared for the user as long as such uses are consistent with the Use Guidelines.

Persons with information or questions about correct/incorrect uses, or about abuses of the Certification Marks and Icon Marks can contact Martindale-Hubbell at ratings@martindale.com

Use Guidelines for Martindale-Hubbell Client Review Ratings

Lawyers and law firms with client reviews (“Users”) may refer to their client review ratings under the following circumstances:

Users who want to display their client review score in any format (printed communications, internet applications, etc.) should use the phrase “Martindale-Hubbell Client Review Rating” in full and display their score as “[insert attorney score] out of 5.0].”

When a User’s score is updated, such User will promptly change all references to their client review ratings to appropriately reflect the change and score.

Users who want to display the written feedback from client reviews in any format should use the phrase “Martindale-Hubbell Client Review” either before or after the feedback. Written feedback must be quoted in full; partial quotes from a review are not permitted.

In addition to Martindale-Hubbell's Use Guidelines, lawyers and law firms should refer to their state bar rules regarding attorney advertising. Martindale-Hubbell® Client Review Rated lawyers and law firms may refer to their ratings in a manner that is consistent and compliant with the applicable rules and regulations governing lawyer advertising in the state/commonwealth/jurisdiction in which they are used. It is the sole obligation of the rated lawyer or their law firm to ensure compliance with the applicable rules and regulations regulating such usage.

Use Guidelines For The Martindale-Hubbell® Bar Register of Preeminent Lawyers™ Icon

The Martindale-Hubbell® Bar Register of Preeminent Lawyers™ icon is used under license to recognize the collective membership of law firms and lawyers who are current subscribers to The Bar Register of Preeminent Lawyers™ (“Bar Register Members”).

Bar Register Members may use the Martindale-Hubbell® Bar Register of Preeminent Lawyers™ downloadable firm icon only in a manner that is consistent and compliant with the then-current rules and regulations governing lawyer advertising in the state/commonwealth/jurisdiction in which the Marks are to be used, subject to any other the guidelines set forth herein. It is the obligation of the rated lawyer and their law firm to ensure compliance with the most current rules and regulations regulating such usage.

Bar Register Members may use the Martindale-Hubbell® Bar Register of Preeminent Lawyers™ downloadable firm icon during the year(s) in which they have an active, fully paid-up, subscription to

The Bar Register of Preeminent Lawyers and only on their law firm Web pages, stationery, business cards and emails.

Bar Register Members may not use the Martindale-Hubbell® Bar Register of Preeminent Lawyers™ downloadable firm icon in any manner that implies sponsorship, endorsement, or license by Martindale-Hubbell of anything other than as described in their agreement with Martindale-Hubbell.

Bar Register Members may only use the Martindale-Hubbell® Bar Register of Preeminent Lawyers™ downloadable firm icon as provided in these guidelines. Bar Register Members may not alter in any manner the Bar Register icon, including size, proportions, colors, font, configuration or legal trademark symbols. Bar Register Members may not assign or transfer the Bar Register icon or animate or otherwise distort the appearance of the Bar Register icon.

Martindale-Hubbell reserves the right to terminate any use of the Bar Register icon if any law firm or lawyer does not comply with these guidelines or its discretion reasonably believes that such use dilutes, diminishes or blurs the value of the Bar Register icon.