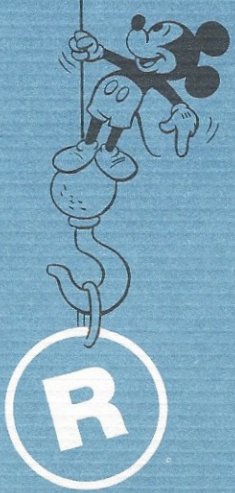


# Walt Disney World



**The  
WALT DISNEY  
WORLD  
Trademark**



## **THE WALT DISNEY WORLD<sup>®</sup> TRADEMARK**

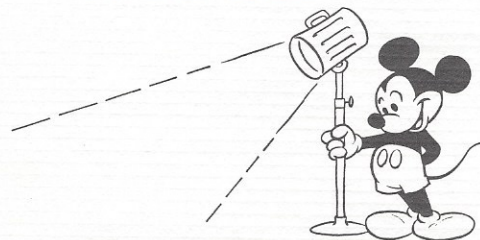
The WALT DISNEY WORLD mark is one of the Company's most valuable assets. It not only helps the public to distinguish our goods and services from those of our competitors, but also represents the Company's hard earned reputation for quality.



### **PROTECTION CAN BE LOST**

Unless properly used, the WALT DISNEY WORLD mark could become generic or a geographical location, which would allow anyone to use the mark in any way without our permission. Examples of words which have lost their trademark status through improper use are: aspirin, cellophane, and escalator. You can help maintain the protection for our WALT DISNEY WORLD mark by using it correctly.

### **GUIDE FOR PROPER USE**



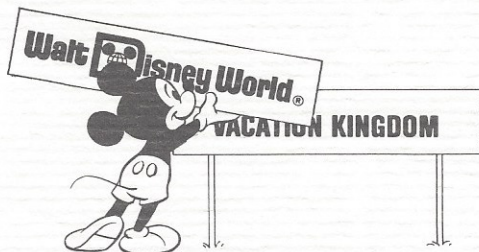
#### **1. HIGHLIGHT THE MARK**

The public should know we're proud of the WALT DISNEY WORLD mark. Spell the WALT DISNEY WORLD mark out in capital letters to distinguish it from the common words in the surrounding text. Or make the WALT DISNEY WORLD mark stand out by using it in color. The most effective way, however, is

to use a miniature version of the logo type form of our WALT DISNEY WORLD mark in text, scaled to the type size in the surrounding text. Indeed, whenever and wherever possible, the WALT DISNEY WORLD mark should be used in its stylized form rather than in block lettering.

## Examples

Walt  Disney World.  
WALT DISNEY WORLD®

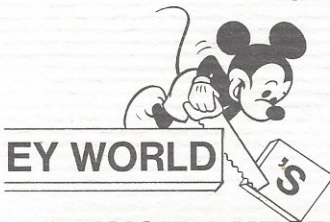


### 2. USE THE MARK AS AN ADJECTIVE

Whenever practical, the WALT DISNEY WORLD mark should modify a generic word. For example, WALT DISNEY WORLD should frequently be used with the words "Vacation Kingdom" to obtain the phrase "WALT DISNEY WORLD Vacation Kingdom." Other examples of words to use with the WALT DISNEY WORLD mark are "Vacationland" and "Resort Complex."

## Preferred Use

Walt  Disney World.  
Vacation Kingdom



### 3. AVOID THE POSSESSIVE

Use of the WALT DISNEY WORLD in the possessive tends to dilute the mark's value and should be avoided.

**Wrong**  
WALT DISNEY WORLD'S  
Monorail

**Right**  
WALT DISNEY WORLD®  
Monorail



### 4. NEVER USE AS A GEOGRAPHICAL LOCATION

The WALT DISNEY WORLD Resort Complex is a geographical location. WALT DISNEY WORLD, on the other hand, is not a city or other place; it is a mark, an indication of source for the Company. When making up a map or indicating where the Vacation Kingdom is situated in printed materials, it is especially important to use the phrase "WALT DISNEY WORLD Vacation Kingdom."

**Wrong**  
WALT DISNEY WORLD, FLA.  
WALT DISNEY WORLD, Orlando,  
Fla.  
Florida's WALT DISNEY WORLD

**Right**  
WALT DISNEY WORLD® Vacation  
Kingdom near Orlando, Florida



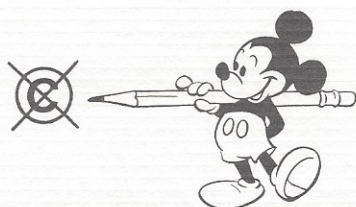
### 5. USE THE SYMBOL

The WALT DISNEY WORLD mark has been registered at the United States Patent and Trademark Office and should frequently be accompanied by the registration symbol in printed materials and on signs, labels, and merchandise. As a general rule, the registration symbol should be used at least once

and preferably the first time the WALT DISNEY WORLD mark is used, in each printed work. The registration notice need not spoil the appearance of an advertisement; it can be quite small, provided it remains legible.

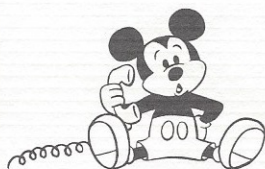
## Example

Walt  Disney World® Hats



## WHAT ABOUT COPYRIGHT PROTECTION?

Copyright protection is not available for the WALT DISNEY WORLD mark. Copyright law does protect most original text, music, and artwork, but not a short phrase like WALT DISNEY WORLD. Hence, when the WALT DISNEY WORLD mark is used on a work and there is no accompanying text, music or artwork to be protected, a copyright notice should not be used next to the mark; in such cases use only the registration symbol ® adjacent to the WALT DISNEY WORLD mark.



## WHAT YOU CAN DO

As part of the Disney organization you can help us maintain the protection for our WALT DISNEY WORLD mark by following the guidelines in this booklet. If you think someone else is misusing our WALT DISNEY WORLD mark in or out of the Company, please bring it to the attention of the Company's Legal Department. If you are in doubt about the proper usage of the WALT DISNEY WORLD mark, a quick call to the Legal Department will help resolve the problem.