



DE-IDENTIFICATION GUIDELINES

As you know, if your affiliation with the RE/MAX franchise network ends, you are required to cease further use of any trademarks, trade dress, copyrighted material, slogans, business methods and other proprietary material of the RE/MAX organization in connection with yourself or your business activities.

To assist you in your transition, we would like to call your attention to the following de-identification actions you should undertake. Please be aware that this is a partial list only; **it remains your responsibility to fully investigate and cease your use of RE/MAX intellectual property and proprietary materials.**

- Cease use of trade names, slogans, images or trade dress (including red-over-white-over-blue) that are the same as or confusingly similar to those used by the RE/MAX franchise network, including on yard signs, benches, business cards, billboards, newspaper ads, Web sites and other forms of advertisement or promotion.
- Deactivate any Internet domain names that contain the word “remax” or other RE/MAX marks or slogans.
- Remove the word “RE/MAX” and any other RE/MAX marks or slogans from any Web site you continue to operate.
- Remove or ask your webhost to remove “remax” from all Web site metatags.
- Avoid use of any balloon design.
- Inform the telephone directories, online and print directories, search engines, professional organizations, and your Web site company link partners to update their records and remove the term “RE/MAX” or “REMAX” from your advertising. We recommend that these requests be sent in writing.

Thank you for your anticipated cooperation.