

## **IDX Logo; User license and guidelines**

The Greater Fairfield County CMLS, Inc., a Connecticut corporation (“GFC CMLS”), has created, and is the sole owner of, two logos. These logos are known as the “IDX Detail Logo” and the “IDX Thumbnail Logo”. Collectively they are known as the IDX Logos (the “Logos”). The GFC CMLS has the sole right to authorize use of the Logos in connection with real estate brokerage and/or advertising services. Each Subscriber in the GFC CMLS Internet Data Exchange Program (the “Program”) and each GFC CMLS Participant understands and agrees that an IDX Subscriber, and only a Subscriber, in the Program is permitted to use the Logos, and such license to use the Logos is subject to compliance with the following terms and conditions:

1. The Logos may be used solely by IDX Subscribers who are in good standing under the program Rules and Regulations as published and amended from time to time by the GFC CMLS.
2. The Logos shall be used only in the exact form authorized by the GFC CMLS, without any alteration, addition, deletion or other modification in design or color. The GFC CMLS will provide digital and/or camera-ready art for reproduction of the Logos in black and white.
3. The IDX Subscriber shall from time to time, upon request of the GFC CMLS, provide the GFC CMLS with samples of materials bearing the Logos to verify proper use of the Logos.
4. The GFC CMLS is the owner of the Logos and shall retain all ownership rights and interests in the Logos, including without limitation any registrations and/or applications to register the Logos.
5. The IDX Subscriber shall comply with all GFC CMLS Bylaws and Rules and Regulations, as well as all applicable laws and governmental regulations, and obtain all necessary governmental approvals and permits, pertaining to the conduct of the business in connection with which the Logos are used.
6. The IDX Subscriber shall indemnify, defend and hold the GFC CMLS harmless from and against any loss, liability, damage, cost or expense (including without limitation attorneys’ fees) arising out of or relating to any claims or suits which may be brought or made against the GFC CMLS by reason of the Subscriber’s use of the Logos.
7. The IDX Subscriber’s right to use the Logos shall automatically terminate at any time the Subscriber ceases to be a Subscriber or a member in good standing of the GFC CMLS or the Program, or upon written notice by the GFC CMLS in the event the Subscriber shall violate any provision of this User License.
8. Upon termination of the IDX Subscriber’s right to use the Logos for any reason, the Subscriber shall immediately discontinue all use of the Logos. The GFC CMLS may demand that the Subscriber recall and destroy goods and marketing materials bearing the Logos. The GFC CMLS reserves the right to inform its members and the public that the Subscriber is no longer entitled to use the Logos.
9. Upon termination of the IDX Subscriber’s right to use the Logos for any reason, the Subscriber shall not thereafter adopt or use any name, mark, logo or other designation that is a colorable imitation or is likely to be confused with the Logos.
10. The GFC CMLS shall be entitled to collect from the Subscriber the costs and expenses (including without limitation attorneys’ fees) of enforcing this User License against the Subscriber. In addition, in the event of any violation of this User License, the GFC CMLS shall, in addition to all other legal and equitable rights and remedies, have the right to an injunction (without the necessity of posting a bond or other security) against the violator enforcing this User License.

## Approved logos & sample displays

The GFC CMLS Rules and Regulations Sections 8.9 through 8.11 (reproduced in Section 4 of this document) detail how and when the following icons must be used.

### “IDX Thumbnail Logo”:



*(This logo must always be at least 35 pixels wide by 35 pixels high)*

### “IDX Detail Logo”:



*(This logo must always be at least 105 pixels wide by 35 pixels high)*

Digital versions of these Logos are available for downloading from the GFC CMLS website: [www.ct-mls.com](http://www.ct-mls.com)

### Sample of Required Disclosure:



The following is a sample display of the “IDX Detail Logo” and the associated disclosure, as required in Section 8.9 of the GFC CMLS Rules and Regulations. This must appear on the first page of any IDX website on which any listing data is displayed:



The data relating to real estate for sale on this website comes in part from the Internet Data Exchange Program of the Greater Fairfield County CMLS, Inc. Real estate listings held by brokerage firms other than [insert your firm’s name here] are marked with either the “IDX Detail Logo” or the “IDX Thumbnail Logo” (**a little black house surrounding the letters “IDX”**) and detailed information about them includes the name of the listing broker.

### Sample Brief or Thumbnail Display:

The following display illustrates usage of the “IDX Thumbnail Logo” with a brief or “Thumbnail” display meeting the requirements of Section 8.10 of the GFC CMLS Rules and Regulations.

	<p><b>\$475,000</b></p> <p>Single Family</p> <p>Norwalk</p> <p>1.47 acres (approx)</p> <p>4 Bedrooms / 3 Baths</p> <p>2752 SF (approx)</p> <p><a href="#">More Details...</a></p>	<p>(3 of 30 listings)</p>  <p>Status: Active</p>
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