

Trademark Usage and Copyright Guidelines

All users of data provided by AHCA agree to adhere to the Trademark Usage and Copyright Guidelines for two of the measures, the PointRight Pro 30 Rehospitalization measure and the long stay hospitalization measure (currently under development) in all printed and digital communications, including any and all PowerPoint presentations and slides, advertisements and documentation, including when the Metrics themselves are displayed in either print or digital format. The marks “PointRight Pro 30” and “PointRight Pro Long Stay” and their respective logos (collectively, the “Marks”) and PointRight copyright notices must appear in the manner described below.

By receiving data from AHCA on short stay rehospitalization rates or long stay hospitalization rates, user agrees to follow these Trademark Usage and Copyright Guidelines. These Guidelines are to be distributed and reviewed with all officers, employees, brokers, subcontractors, or others that are responsible for creating or disseminating any of PointRight’s Trademarked Materials

Trademarks

Form of Use

The Marks shall be used as shown below, with the circled “R” symbol in superscript after the term “PointRight” and the TM symbol in superscript after the term “30” or “Long Stay,” as applicable:

- PointRight Pro 30. With respect to PointRight Pro 30, the following logo will be used whenever permitted by the context:



If the use of such logo is not permitted by the context, the following words shall be used instead of such logo: **PointRight® Pro 30™**

PointRight Pro Long Stay. With respect to PointRight Pro Long Stay, the following logo will be used whenever permitted by the context:



If the use of such logo is not permitted by the context, the following words shall be used instead of such logo: **PointRight® Pro Long Stay™**

Once a Mark is registered, you will be advised to use the circled “R” symbol in superscript after the term “30” or “Long Stay,” as applicable, rather than the TM symbol. The applicable Mark shall be used in the above format at least once when used in descriptive text in the Trademarked Materials and may be displayed in the same font style and same size as the surrounding text at least once.

The applicable logo shall be displayed prominently of the first page when each of the Trademarked Materials are used, (ideally at top of page either centered or offset to the right or an equivalent prominent location) with a minimum width of ½ inch or 45 pixels. Such logo may also be (but is not required to be) used with the same constraints on all pages following the first page. However, the “Marks” need to be consistently used when referring to rehospitalization or hospitalization metrics.

Terms & Conditions of Use

Incorrect or inappropriate use of the Marks may result in revocation of data by AHCA and/or legal action by PointRight. By using these Metrics, you also agree to allow PointRight the right to monitor the use of the Marks and to provide examples of such use to PointRight for inspection on 5 days written notice by PointRight. No other PointRight marks (including PointRight alone) may be used without express permission from PointRight.

Within ten (10) calendar days of notice of any unapproved Trademarked Materials, users must take steps either to conform such unapproved Trademarked Materials to PointRight’s satisfaction in accordance with these Guidelines, or to discontinue use of such Trademarked Materials. PointRight’s approval will not be unreasonably withheld and will be provided (if at all) within ten (10) business days of receiving the proposed Trademarked Materials. Proposed samples of all Trademarked Materials submitted to PointRight but not expressly disapproved in writing within fifteen (15) business days after submission to PointRight will be deemed approved.

PointRight reserves the right to terminate AHCA’s or any Constituent’s right to use the Marks.

Copyright

All written, graphic, digital, or otherwise fixed references to the any of the Methodology, Documentation, or Metrics will include one of the following copyright notices, as applicable.

- If such reference is in relation to the Hospitalization Metric or its associated Methodology and Documentation: © 2015 PointRight Inc.
- If such reference is in relation to the Readmission Metric and its associated Methodology and Documentation: © 2012 PointRight Inc.