

Personalization Guidelines

Purpose

Our personalization services are a very important part of the Thirty-One experience. We believe our personalization services set our products and our brand apart. Although we never want to disappoint you or Customers, there are legal and policy limits to the personalization requests that we will fulfill. These Personalization Guidelines are intended to assist you in:

- Helping our Customers understand what personalization requests we cannot fulfill;
- Avoiding damage to the Thirty-One brand;
- Avoiding the infringement of the trademarks of others; and
- Reducing potential legal liability for both Thirty-One and our Customers.

Our hope is that these Guidelines will help you to advise Customers of problematic personalization requests when Customers place their orders.

Why Can't Thirty-One Fulfill All Personalization Requests?

Legal Reasons

There are legal reasons why we cannot fulfill certain personalization requests. Sometimes companies (like Avon or Microsoft), sports teams (like the Cleveland Browns or the Ohio State Buckeyes), and famous people (like Jennifer Lopez) make a filing with the government to register their name, the name of a product (like Apple's iPad) or a tag line (like Nike's "Just Do It"). If we fulfill a request to personalize a Thirty-One product with a name or phrase that has been "trademarked," then there is a risk we could face a legal claim for "trademark infringement."

Trademark infringement can occur when someone uses a name or phrase that causes confusion with someone else's trademark. Here is an example. The word "Coach" could refer to a sports team's coach or it could refer to the COACH brand of handbags. We can personalize "Coach" on an item if it is clear the word "Coach" is intended to show that the item belongs to a team coach and the word is not embroidered in a way that resembles the famous "COACH" handbag trademark.

Policy Reasons

There are also policy reasons why we cannot fulfill certain personalization requests. The reputation of the Thirty-One brand is very important to us, you and our Customers. Our mission is to celebrate, encourage and reward women by offering quality products and an outstanding opportunity to become successful business owners. We will not fulfill orders to personalize our products with words or phrases that are vulgar because this is not consistent with who we are or how we want to portray our brand.

How Do We Know What Can Be Personalized?

This is a tough question because the answer is "it's tricky." We understand that we haven't always been clear or consistent about what personalization requests we can and cannot fulfill. We hope these Guidelines will help. It's impossible for us to give you a complete list of everything we won't personalize and these Guidelines can't answer every potential personalization question. However, these Guidelines do contain many examples, and you can use it as a reference.

Below you will find descriptions of the types of words and phrases that cause concern. We hope this helps you understand the types of requests that raise concern, and provides some information to help you explain to Customers why certain requests cannot be fulfilled.

We are also providing a list of words and phrases that are prohibited. As we mentioned above, this list is not complete and it's possible that we will not be able to fulfill orders to personalize items with words or phrases that are not on the list.

Personalization Guidelines

Types of Personalization Requests that Cause Concern

1. Related and Famous Trademarks.

Trademarks which are known to be used by competitors of Thirty-One or by companies who sell similar or related products are prohibited. Ex. GUCCI, AVON, PAMPERED CHEF, LIFE IS GOOD. Trademarks which are unique and famous are also prohibited. Ex. COCA-COLA, NIKE, ADIDAS, DISNEY (and Disney character names).

2. Famous Personal Names.

The names, nicknames or associated indicators of any famous athletes, actors, characters or other celebrities should generally be avoided unless the name is also the name of the ordering Customer. Ex. Dale Earnhardt, Earnhardt #3, JLO, Beyoncé, Faith Hill, Mickey Mouse, Cinderella.

3. Collegiate and Professional Sports.

Team and school names are prohibited if it is clear that the content is intended to refer to a professional or collegiate athletic team. Combinations like “Ohio State” or “Detroit Tigers” are generally prohibited, while more ambiguous content such as “Ohio” or “Go Tigers” are allowable given that the use could refer, for example, to the state of Ohio generally or to any of the many amateur sports teams which use “Tigers” as a mascot. More unique terms such as “Browns,” “Reds” or “Packers” will almost never be allowable.

4. Associations and Institutions.

It is common for associations and institutions to control the use of their names through licensing agreements. These associations and institutions often hire companies to search for trademark infringers and enforce their trademark rights. For instance, many college fraternities and sororities are represented by an organization that actively enforces trademark rights in the names of the organizations—including against unlicensed uses of associated Greek letter combinations. We must be careful whenever a personalization order includes the name of an association or institution and the Customer claims she has permission or authority to use the name. Ex. University names, honor societies, Boy Scouts and similar groups.

5. Vulgarities.

Obvious vulgarities, and acronyms which are obvious or commonly known as abbreviations for phrases containing vulgarity, are prohibited. Ex. WTF, MILF. If you are unsure what an acronym stands for, you should ask the Customer. If a Customer appears to have initials which would otherwise be seen as a vulgar acronym, or if the Customer is genuinely requesting the acronym in association with a non-vulgar usage or meaning, then the acronym is generally allowable. The use of vulgarities is seldom a legal concern and you should rely on your own judgment as to whether a particular term or acronym is vulgar or otherwise objectionable to the values of Thirty-One.

Personalization Guidelines

Prohibited Terms
3:21
2K Sports
30 DAYS OF TEAL
30 HOUR FAMINE
31 Logo
3-DAY
49ers
4-H
65 ROSES
A & F
A HEALTHY ME IS DRUG FREE
A NIGHT THE STARS SHINE ON
A SINGLE DREAM. A WORLD OF HOPE.
A&F
A. J. Almendinger
AA
AAFA
ABERCROMBIE
ac/dc
Acadia University
ACCEPT YOURSELF...ACCEPT OTHERS
Ace of Cakes
ADA
Adele
Adidas
ADVOCARE
AEDA
AFFACATE
AFLAC
Aggieland
Aggies
AHA
Aigles Bleus
Air Force Falcons
AIRHEAD
ALA
AlAnon
Albert E. Gator
ALERT DAY
Alex Rodrigues
Alexander Keiths
Algoma University
ALL THAT KIDS CAN BE
ALLIANCE FOR LUPUS RESEARCH
Allouettes

Prohibited Terms
Alpha Delta Pi
Alpha Epsilon Pi
Alpha Gamma Rho
Alpha Kappa Lambda
Alpha Kappa Psi
Alpha Phi
Alpha Phi Omega
Alpha Sigma Alpha
Alpha Sigma Phi
Alpha Sigma Tau
Alpha Tau Omega
Alpha Xi Delta
ALPHATEC
ALS
ALZ
ALZ CONNECTED
AMAZEBALLS
AMBER ALERT
American Cancer Society
American Diabetes Association
AMERICAN GIRL
American Idol
American Red Cross
Amway
ANAD
Anaheim Ducks
Angelina Jolie
Angry Birds
Annoying Orange
APPRENDRE POUR LA VIE
ARBONNE
Aréopostale
Argonauts
Arizona Cardinals
Arizona Diamondbacks
Arizona State
Arizona State University
Army Black Knights
Army Mules
Arod
ARTHRITIS TODAY
ARTHRITIS WALK
ASCAA
ASPCA
Astros

Prohibited Terms
At Home America
Athabasca University
Atlanta Braves
Atlanta Falcons
Atlanta Hawks
Atlanta Thrashers
AU
Aubie
Auburn Tigers
Auburn University
Auburn
AUTISM SPEAKS
AUTOS FOR LIFE
Aveda
Avon
Axemen
Axewomen
AY Jackson
B INFORMED
Baby Jay
Baby Phat
Badgers
Bakugan
Balenciaga
Ball State
Ball State Cardinals
Bama
Bare Escentuals
Bassmaster
Bath & Body Works
Batman
Baylor
BCSPCA
BDRC
BE BE
BE BONEWISE
BE STRONG HEARTED
BE THE CHANGE
BE THE MATCH
BEANIE
Bear Down
Bearcats
Beat 'Em Hawks
Beat Navy
Beatles

Please note that any personalization requests containing the phrases on this list may not be processed. For example, "Colts Fan" may not be processed because "Colts" is a prohibited term.

Personalization Guidelines

Prohibited Terms
BEBE
BECAUSE EVERY BIRTH DEFECT HAS A CAUSE
BECOME PART OF THE CHANGE
Bengals
BEST GIFT EVER
Beta Theta Pi
Betty Boop
Betty Crocker
Bevo
Beyblades
Beyoncé
BIG BIKE
Big Green
Big Time Rush
BIKE MS
Billy Bishop
Bishop's University
BLACK & ORANGE BASH
Blake Shelton
Blue Angels
Blue Band
Blue Demons
Blue Devils
Blue Ivy
Blue Jackets
Blue Jays
BLUE NOTE FUND
BLUE TIE AFFAIR
Bluebombers
Bluejackets
BMO
BMW
Bobbi Brown Cosmetics
Bobbie Labonte
Bobcats
Body Shop
Boiler Up
Boilermakers
Boilers
Boise State
Bon Voyage
BONE BASH
BONEWISE
Bonne Bell

Prohibited Terms
Boomer Sooner
Boone's Farm
Booth University College
Borghese
Boston Bruins
Boston College
Boy Scouts
Brad Paisley
BRAIN TUMOR WALK
Brandon University
BREAK THE SICKLE CYCLE
BREAST CANCER FOUNDATION
BREAST FRIENDS
BREATHING LIFE INTO THE FUTURE
Brewers
Brick Brewing
Brigham Young
Brigham Young University
Brighton
Brock University
Brown University
Browns
Brutus Buckeye
Bryan Adams
Buckeyes
Bucks
Bucky
Bucky Badger
BUDDY WALK
Budweiser
Buffalo Bills
Buffalo Bisons
Buffalo Sabres
Bufs
BUILDING A FUTURE IN WHICH PEOPLE AND NATURE THRIVE
BUILDING STRENGTH TOGETHER
Burberry
Burger King
Burt's Bees
Butter Braid
Buzz
BY FAITH. WITH COMPASSION. WE SERVE.
BYU Cougars

Prohibited Terms
BYU
CABO
CAL
Calgary Flames
Calgary Roughnecks
California State University
CAMP DAY
Canadian Mennonite University
CANCER SUCKS
Canes
Canucks
CAPA
CAPA V.I.A.
CAPACITY
Cape Breton University
CAPERS
Capilano University
Carabins
care bear
Carl Edwards
Carleton University
Carolina Fever
Carolina Hurricanes
Carolina Panthers
Carrie Underwood
Cartier
Cascades
CAUSE FOR A CURE
Cavaliers
CavMan
Cavs
CBC
CCFA
CCSRI
Celtics
Centennial Jay
CENTRAIDE
Central Michigan University
Century 21
CF CLIMB
CF CYCLE FOR LIFE
CFF
CFL
CFTC
CHALLENGE WALK

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Prohibited Terms
CHAMPPS
Chanel
CHANGE STARTS HERE
Charlotte Bobcats
CHECK YOUR BALLS
Chevy
Chi Omega
Chi Phi
Chi Psi
Chia Pet
Chicago Bears
Chicago Blackhawks
Chicago Bulls
Chicago Cubs
Chicago Fire
Chicago State University
Chief Illiniwek
Chief Osceola
CHILDREN'S WISH
CHILDRENS' CIRCLE OF CARE
Chippewas
CHOOSE HOPE
CHOOSE LIFE
Christian Dior
Christian Louboutin
Chuck E. Cheese
CIBC
CIBC PINK COLLECTION
Cincinnati Bengals
Cincinnati Reds
Cincy
Cinderella
CINEMAMA
CIRCLE OF PROMISE
CIRCLE OF SHARING
Cirque du Soleil
CIS
Clarins
Clemson University
Clemson
Cleveland Browns
Cleveland Cavaliers
Cleveland Indians
Clinique
Clint Bowyer

Prohibited Terms
Clippers
CLUB 125
Club Monaco
COACHES VS. CANCER
Coca-Cola
Coco Chanel
coco goddess
CODE ADAM
Cody Simpson
Cogeco
Coke
Cokes
Colgate
Collin Raye
COLON CANCER ALLIANCE
Color Me Beautiful
Colorado Avalanche
Colorado Buffaloes
Colorado Rapids
Colorado Rockies
Colorado State University
Colts
Columbia University
Columbus Blue Jackets
Columbus Crew
COME WALK WITH US
Commodores
COMPASSION
COMPASSION SUNDAY
Concordia University
COOK FOR THE CURE
Cookie Monster
COPD LEARN MORE
BREATHE BETTER
COPD SCREENER
COPDGENE
COPS FOR CANCER
Cornell
Cornhuskers
Corvette
Cover Girl
Cowboy Up
Cowgirl Up
Cowgirls
Crabtree & Evelyn

Prohibited Terms
Crandall University
CRCS
Creative Memories
Cricut
Crimson Tide
CROIX-ROUGE CANADIENNE
CTV
CU
Cub Scouts
Cummins Diesel
CURE CANCER
CURE FM
CURESEARCH
Cyclones
D & G
D.A.R.E.
D.C. United
DAFFODIL MONTH
Daisy Duke
Dale Earnhardt
Dale Jr.
Dalhousie University
Dallas Cowboys
Dallas Mavericks
Dallas Stars
Dartmouth
Dawgs
DAY OF CARING
Dead Mouse
Debbie Travis
DEDICATED TO FINDING A CURE
Delta Chi
Delta Delta Delta
Delta Gamma
Delta Kappa Epsilon
Delta Phi Epsilon
Delta Phi Lambda
Delta Sigma
Delta Sigma Phi
Delta Tau Delta
Delta Upsilon
Delta Zeta
Demon Deacons
Denny Hamlin
Denver Broncos

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Prohibited Terms
Denver Nuggets
DePaul
Derek Jeter
Dermablend
DetermiNation
Detroit Lions
Detroit Pistons
Detroit Red Wings
Detroit Tigers
D-GEN
D-GENERATION
DHHS. GO RED.
Diamondbacks
Diet Coke
Dinos
Disney
Dodgers
Dolce & Gabbana
Dollarama
Dominican University College
Don Cherry
Dora the Explorer
Doritos
DRESS IN BLUE DAY
DRIVE4COPD
Duke University
EA Sports
Earnhardt #3
Easton
ebay
École de Technologie Supérieure
École Nationale
D'Administration Publique
École Polytechnique de Montreal
Eddie Bauer
Edmonton Oilers
Edmonton Rush
Elizabeth Arden
Elmo
Elvis
EMAW
Emeril
Emily Carr
Emily Carr University
Encana

Prohibited Terms
EndALZ
EPILEPSY FOUNDATION
EPL
Escalade
Eskimos
ESPN
Estee Lauder
EVERY STEP MATTERS
Excalibur
Extreme Chefs
F.K CANCER
F.L.A.G.
Facebook
FACES & STORIES
Fairleigh Dickinson University
Faith Hill
FAMU
Fancy Nancy
FARE
FARE WALK
Fear the Tree
FEEDING HOPE
FEEDING OUR FUTURE
Fendi
FIBA
Fido
FIFA
FIGHT FOR AIR CLIMB
FIGHT LIKE A GIRL
FIGHTING BLOOD CANCERS
FIGHTING FOR AIR
Fighting Illini
Fighting Irish
FIND A CURE
FIND THE CURE
First Nations University of Canada
FLAVORS
Florida A&M University
Florida Agricultural & Mechanical University
Florida Marlins
Florida Panthers
Florida State
Florida State University
Flyers

Prohibited Terms
FOCIS
FOR A CURE
FOR CHILDREN.
FOR CHANGE. FOR LIFE. FOR LIFE WITHOUT LIMITS
FOR THE CURE
FORGET US NOT
Fork 'Em
Fork 'Em Devils
Forzani
Friars
FROM POVERTY TO POSSIBILITY
FRONT LINE CLUB
FSU
FUCHSIA FRIDAY
G.I. JOE
GA Dawgs
Gaels
Gaiters
GALA OF HOPE
Game Time
Gamecocks
Gamma Phi Beta
Gap
Garth Brooks
Gator Nation
Gators
GEAR UP TO END MS
Geaux Tigers
Gee-Gees
General Scott
Georgetown Hoyas
Georgetown University
Georgia Bulldogs
Georgia Institute of Technology
Georgia Tech
Gerber
GET CONNECTED
Get 'Em Aggies
Get Fit!
GET YOUR HEAD IN THE GAME!
GI JOE
Giant Tigar
GIFTS OF COMPASSION
Gillette

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Prohibited Terms
Giorgio Armani
Girl Scouts
GIVE IT UP FOR A CURE
GIVE THE GIFT OF LIFE WALK
GIVE THEM A VOICE
GIVE. VOLUNTEER. ACT.
GIVING HOPE TODAY
Glen Rothes
Go Army
Go Bears
Go Big Blue
Go Big Red
Go Blue
Go Bucks
Go Cards
Go Cyclones
Go Devils
Go Ducks
GO GREEN
Go Hawks
Go Herd
Go Hogs
Go Orange
Go Pack
GO RED
GO RED FOR ME
Go Terps
Go Vols
Gold Canyon
Gold Rush
Golden Bears
Golden Bears/Pandas
Golden Flashes
Golden Gophers
Golden State Warriors
Goldwing
Goldy Gopher
Goldy the Gopher
GOLF FORE THE CURE
Good & Plenty
Goodyear
Gophers
Got Milk
GOURMET FOR GOOD
Grant MacEwan University

Prohibited Terms
Great Clips
GREAT STRIDES
GREAT STRIDES
Green Bay Packers
Gryphons
Gucci
Guerlain
G-UNIT
Guns Up
Hail To Pitt
Hairy Dawg
Hallmark
Halo
HALSOM
Hamilton Nationals
Happy Meal
Hard Candy
Hard Rock Cafe
Harley Davidson
Harley-Davidson
Harry Potter
Harry Rosen
Harvard
HARVEST FOR HUNGER
Hawkeyes
HEALING HEARTS AND HOMES
HEALTH CHECK
HEALTHIER CHILDREN. A BETTER WORLD.
HEALTHY BABIES HEALTHY BUSINESS
HEALTHY PEOPLE, STRONG COMMUNITIES
HEART & STROKE FOUNDATION
HEART & STROKE LOTTERY
HEART 360
HEART AND STROKE FOUNDATION
HEART WALK
HEC Montreal
Heinz Field
Helena Rubinstein
Hello Kitty
HELP US SOLVE THE CRUEL MYSTERY
Herbalife
Herbie Husker
Hermes

Prohibited Terms
HEROES BEHIND THE BADGE
HEROS AMOUNT US
HFC
HFNA
HI-C
Hilton
Hogs
Hokie
Hokiebird
Hokies
HOLE IN THE WALL GANG
Hollister
Holt Renfrew
Holtz
Hook 'Em
HOOPS FOR HEART
Hoos
Hoosier
Hoosiers
HOP-A-THON
HOPE LODGE
HOPE LOVE AND MDA
HOPE THROUGH HEROS
HOPE. HELP. HEALING.
Hot Wheels
Hotty Toddy
Houston Astros
Houston Dynamo
Houston Rockets
Houston Texans
HUNGER SQUAD
Hurley
Hurricanes
Huskers
Huskies
Hyatt
I CAN COPE
I HAVE A VOICE
IIHF
Illini
IMPROVING CARE, IMPROVING LIVES
IMPROVING LIVES.
CURING TYPE 1 DIABETES.
Indian Guides
Indiana Pacers

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Prohibited Terms
Indiana University
Indianapolis Colts
Institut National De La Recherche Scientifique
intact
Intercontinental
Iowa Hawkeyes
Iowa State University
Iowa State
IPAD
IPHONE
IPOD
Isagenix
Islanders
ISU
IT'S TIME TO LISTEN
it's a jeep thing
IU
Jacksonville Jaguars
Jafra Cosmetics
Jaguars
JAMBERRY
Jamie McMurray
Jamie Oliver
Jane Cosmetics
Jayhawks
JDRF
JDRF
Jean Coutu
JEEP
Jeff Burton
Jeff Gordon
JELLO
JERRY'S KIDS
Jessica Simpson
Jewell
Jim Furyk
Jimmie Johnson
Jimmy Buffet
Jimmy Choo
JINGLE BELL RUN/WALK
JLO
Jo Malone
Joe Fresh
Joey Logano

Prohibited Terms
John Deere
Johnnie Cash
JOIN THE FIGHT
JOIN THE MOVEMENT
JOINT SMART
Jones New York
Joneswear
JOOSE
Josh Turner
JUMP ROPE FOR HEART
June Jacobs
Junior Smokey
Just Do It
Justin Beber
JUVENILE DIABETES RESEARCH FOUNDATION
KAMPUS
Kansas City Chiefs
Kansas City Royals
Kansas State University
Kansas State
Kappa Alpha Order
Kappa Alpha Theta
Kappa Delta
Kappa Delta Rho
Kappa Kappa Gamma
Kappa Kappa Psi
Kappa Phi Lambda
Kappa Sigma
Kasey Kahne
Kate Moss
Kate Spade
Katy Perry
Kawantlen Polytechnic University
Ke\$ha
KEEP A CHILD ALIVE.
HELP A CHILD THRIVE.
Kenny Chesney
Kent State
Kentucky Wildcats
Kevin Harvick
KICKIN CANCER
KICKING CANCER
KIDNEY TV
KIDNEY WALK

Prohibited Terms
KIDPOWER
KIDS WALK FOR THE CURE
KIDS WALK TO CURE DIABETES
King of Beers
Kingswood University
KIT KAT
Kiwanis
Kleenex
KMART
Knicks
Knights of Columbus
KNIT HAPPENS
KNOW IT. FIGHT IT. END IT.
Kobe Bryant
Kobo
KoMen
KOMEN
KOMEN BREAST
CANCER FOUNDATION
Kraft
Kroger
K-State
KSwiss
KU
Kurt Busch
La Senza
Labatt
Lacoste
Lady Gaga
Lakehead University
Lakers
Lambda Chi Alpha
Lancers
Lancome
Lands End
Laura Mercier
Lauren Hutton
Laurentain University
Lays
Le Chateau
LEAD LIVE CURE
LEAD THE CHARGE
LEADERS AGAINST PAIN
LEARN AND LIVE
LEARNING FOR LIFE

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Prohibited Terms
LeBron James
LEGO
Les Citadins
Les Patriotes
LET'S HELP MAKE DEATH WAIT
LFA
Lia Sophia
Life is Good
LIFE WITHOUT LIMITS FOR PEOPLE WITH DISABILITIES
Lifting kids to a better tomorrow
LIGHT IT UP BLUE
LIGHT THE NIGHT WALK
Lions Club
Lipscomb
Little Debbie
Littlest Pet Shop
LIVE YOUR BEST LIFE
LIVER LIFE CHALLENGE
LIVER LIFE WALK
LIVING PLANET
Liz Claiborne
LLS
LLSC
Loblaws
Lobos
L'Occitane
LOCK-UP
Logo
Longaberger
Longhorns
LOOK GOOD FEEL BETTER
L'Oreal
Los Angeles Angels
Los Angeles Dodgers
Los Angeles Galaxy
Los Angeles Kings
Lotus Wear
LOU GEHRIG
Louis Vuitton
Louisiana State
Louisiana State University
Louisville Cardinals
LOVE & LOGIC
LOVE DIGNITY RESPECT

Prohibited Terms
LOVE KILLS CANCER
LSU
LSU Tigers
LU?US
Lululemon
LUNCH MONEY DAYS
Lunchables
LYMPHOMA SOCIETY
M&M
Mackage
MADD
MADDVOCATE
MAKE A MUSCLE.
MAKE A DIFFERENCE.
MAKE A WISH
MAKE EVERY DAY PINK
MAKING A HOME FOR EVERY HEART
MAKING A TRUE DIFFERENCE
MAKING STRIDES
MAN TO MAN
Maple Leafs
Marauders
MARCH FOR BABIES
MARCH OF DIMES
Margaritaville
Mark Martin
Mark's Work Wearhouse
Marlins
Marquette
Marriott
Marshall University
Marshall
Martha Stewart
Martin Truex
Martlets
Mary Kay
Matt Kenseth
Maxim's
Maybelline
McDonald's
McFabulous
McFamily
McGill University
McMaster University
MDA

Prohibited Terms
Meals On Wheels
MEAN STINKS
MEDECINS SANS FRONTIERES
Memorial University of Newfoundland
Memphis Grizzlies
Merle Norman
Mets
Miami Dolphins
Miami Heat
Miami Maniac
Miami University
Michael Jackson
MICHE
Michigan State
Michigan State University
Mickey Mouse
Mid America Conference
Midshipmen
Miller Time
MILLIES
Milwaukee Brewers
Milwaukee Bucks
Minnesota Timberwolves
Minnesota Twins
Minnesota Vikings
Minnesota Wild
Minnie Mouse
Minutemen
Miranda Lambert
Mississippi State
Mississippi State Bulldogs
Mississippi State University
Missouri State University
Miu Miu
MIZZOU
MLB
MLL
MLS
Molson
Molton Brown
MONA VIE
Montreal Canadiens
Montreal Impact
Moosehead
MORE BIRTHDAYS

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Prohibited Terms
MOSAIC
MOTHERS, DAUGHTERS, SISTERS, FRIENDS
Mount Allison University
Mount Royal University
Mount Saint Vincent University
Mountaineers
Mounties
MOVING DAY
Mr. Clean
Mr. Sub
MS
MS ANSWERS
MS BIKE
MS CARNATION CAMPAIGN
MS LEGACY
MS WALK
MSF
MSF
MSU
MUCKFEST MS
Mulberry
Muppets
MUSTARD SEED
MY GREAT STORY
MY LIFE CHECK
MY MUSCLE TEAM
Naked & Famous
NASCAR
Nashville Predators
NATIONAL WALK FOR EPILEPSY
NATIONAL WEAR RED DAY
Nautica
Navy Midshipmen
NBA
NC State
NCAA
NCMEC
NCSU
NDSS
NDSS YOUR WAY
NEDA
NEDA WALK
NEGU
Nelly Furtado

Prohibited Terms
NERF
NETSMARTZ
NETSMARTZ 411
Neutrogena
NEVER EVER GIVE UP
NEVER TOO YOUNG
New England Patriots
New England Revolution
New Jersey Devils
New Jersey Nets
New Orleans Hornets
New Orleans Saints
New Skin
New York Giants
New York Islanders
New York Jets
New York Knicks
New York Mets
New York Rangers
New York Red Bulls
New York Yankees
Newman's Own
NFA
NFIL
NFL
NFMCPA
NHL
NICU FAMILY SUPPORT
Nike
Nintendo DS
Nipissing University
Nittany Lion
Nivea
NLL
NMSF
NO CHILD TOO FAR
NO MORE
NO ONE FIGHTS ALONE
NO STOMACH 4 CANCER
NO STOMACH FOR CANCER
Nole
Noles
North Carolina State University
North Face
Northern Illinois University

Prohibited Terms
Northwestern University
NORWEX
NOT ANOTHER MOMENT
LOST TO SEIZURES
Notre Dame
Nova Scotia Agricultural College
NPF
NRL
NRLC
NSCAD University
NU
NY Yankees
NYPD
Oakland Athletics
Oakland Raiders
Obakki
OCAD University
OFFICER DOWN
O-H-I-O GO BUCKS
Ohio State
Ohio State University
Ohio University
Oil of Olay
Oilers
Okanagan Heat
Oklahoma City Thunder
Oklahoma State
Oklahoma State University
Ole Miss
Omicron Delta Kappa
ONE DOLLAR DIFFERENCE
Open Text
OPERATION POPCORN
Oprah
Oregon Ducks
Oregon State
Origami Owl
Orioles
Orlando Magic
OSU
Ottawa Senators
OU Bobcats
OU
Pac 12
Pacers

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Personalization Guidelines

Prohibited Terms
Packers
PACT
Padres
Paladins
Pampered Chef
PANCAN
PANCREATIC CANCER ACTION NETWORK
Pandora
PARTNERS IN PROGRESS
PARTY IN PINK
Party Lite
PASS THE NOTE
Passion Parties
PASSIONATELY PINK FOR THE CURE
PATRIOTIC PRODUCTS
PATRIOTIC PARTNERS
Paul Mitchell
Paula Deen
Paw Power
PAWS FOR A CAUSE
Penn State
Pennsylvania State University
Pepsi
PETA
Peter Pan
Peter Thomas Roth
Peterbilt
Peterboro
PFLAG
Phi Beta Kappa
Phi Chi Theta
Phi Delta Epsilon
Phi Delta Theta
Phi Gamma Delta
Phi Kappa Gamma
Phi Kappa Psi
Phi Kappa Sigma
Phi Kappa Tau
Phi Kappa Theta
Phi Mu
Phi Sigma Kappa
Phi Sigma Sigma
Philadelphia Eagles
Philadelphia Flyers

Prohibited Terms
Philadelphia Sixers
Phillies
Phoenix Coyotes
Phoenix Suns
Pi Alpha Phi
Pi Beta Phi
Pi Kappa Alpha
Pi Sigma Epsilon
Pikachu
PINEAPPLE CHALLENGE
Pinehurst
Pink
Pink Tartan
PINK TOUR
Pistons
Pitt
Pittsburgh Penguins
Pittsburgh Pirates
Pittsburgh Steelers
pizza hut
Pizza Pizza
PLAY STATION
Playbook
Playboy
PLAY-DOH
Playstation
Pluto
POCKET MASK
Pokemon
Pokes
polly pocket
Polo
POOH
Porsche
Portland Trail Blazers
POWER OF PARENTS
POWER OF YOU(TH)
POWER TALK 21
POWER TO END STROKE
Prada
Precious Moments
Princeton
PRO-LIFE
PROMISE BALL
PROMISE ME

Prohibited Terms
PROMISES FOR PURPLE
Pronghorns
PROUD 2 B ME
Providence College
PS3
Psi Upsilon
PSU
Puma
Purdue University
Purdue
PUREROMANCE
Purple Aces
PURPLEBOWL
PURPLERIDE
PURPLESTRIDE
Queen's University
Quest University
RACE FOR THE CURE
Rachel Ray
RALLY FOR A CURE
RALLY FOR THE CURE
Ralph Lauren
Raptors
Rascal Flatts
Rattlers
Ravens
Rays
Razorback
Razorbacks
RBC
RCMP
RE/MAX
REACH TO RECOVERY
Reader's Digest
READY RATING
Real Salt Lake
Rebels
RED CROSS
RED DRESS
Red Raiders Club
Red Raiders
RED RIBBON CAMPAIGN
Red Rocks
Red Sox
Red Storm

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Personalization Guidelines

Prohibited Terms
Redeemer University College
RedHawks
Redmen
Reds
Redskins
Redwing
Reebok
REESES
Relay for Life
RELAY RECESS
RELAY ROCKS
RELEASING CHILDREN
FROM POVERTY
REMEMBER ME?
REMEMBER THE FALLEN
REMISSION ACCOMPLISHED
Renaissance
Reveille
Revlon
Rick Mercer
RIDE FOR DIABETES RESEARCH
RIDE FOR THE BREATH OF LIFE
RIDE STATIONARY
MOVE RESEARCH FORWARD
Ridgebacks
RIGHT TO LIFE
Rihanna
RIM
Ritz Carlton
Riu
ROAD TO HEALTHY SKIN
Rock Chalk Jayhawk
Rock Chalk
ROCKIN FOR RESEARCH
Roll Tide
Rolling Stones
Ron MacLean
Ronald McDonald
Roots
Rouge et Or
Roughriders
Royal Military College of Canada
Royal Roads University
RU
RUN FOR THE CURE

Prohibited Terms
Rutgers University
Rutgers
Ryan Newman
Ryerson University
Sabres
Sacramento Kings
SAFEMORE
Saint Francis Xavier University
Saint Louis Blues
Saint Mary's University
Salaud
Sally Hansen
Salty Dog
Salukis
SAMARITAN'S PURSE
San Antonio Spurs
San Diego Chargers
San Diego Padres
San Diego State
San Diego State Aztecs
San Francisco Giants
San Jose Earthquakes
San Jose Sharks
Saputo
Sara Coventry
Sarah Richardson
SAVE THE EARTH
SAVE THE MUSIC
SAVE THE RACK
SAVE THE TA-TA'S
SAVE THE TATAS
Scarlet Knights
SCDAA
Scentsy
Scooby Snacks
Scotiabank
SDSU
Sea-Hawks
Seattle Mariners
Seattle Seahawks
Sebastian the Ibis
SEE DIFFERENT
Seeja
Seminoles
Sephora

Prohibited Terms
SERTOMA
Sesame Street
Seton Hall
Sex and The City
sexy
Shaklee
sham wow
SHAMROCKS AGAINST DYSTROPHY
SHINE A LIGHT ON LUNG CANCER
SHINERAMA
Shiseido
SHOP (SECOND HARVEST
OUTREACH PROGRAM)
SHOW OF STRENGTH
Shriners
SICKKIDS
SICKKIDS RADIOTHON
Sierra Designes
Sigma Alpha Epsilon
Sigma Alpha Mu
Sigma Chi
Sigma Delta Tau
Sigma Kappa
Sigma Lambda Beta
Sigma Nu
Sigma Phi Epsilon
Sigma Pi
Sigma Sigma Sigma
Sigma Tau Gamma
Silpada
Simon Fraser University
Sir Big Spur
Sixers
SIXTY-FIVE ROSES
Skittles
Skylanders
Sleeman
SmashBox
Smokey
SOBE
Sobeys
SOCIETE CANADIENNE DE LA
SCLEROSE EN PLAQUES
SOCIETE CANADIENNE DU CANCER
SOMEDAY IS TODAY

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Personalization Guidelines

Prohibited Terms
Sooner
Sooner Schooner
Sooners
SOT
Southeastern Conference
Southern Illinois University
SP
SPARK A DIFFERENCE
Spartans
Sparty
SPEAK UP, SPEAK OUT
Special K
Spelman College
Spelman
Spiderman
SpongeBob
Sporting Kansas City
St. Ives
St. John's University
St. Jude Foundation
St. Louis Cardinals
St. Louis Rams
St. Thomas University
Stampeders
stampin' up
STAND UP 2 CANCER
STANDING TALL FOR YOU
Stanford University
Stanford
Star Wars
Starbucks
State Farm
STAYING POWER
Steam Whistle
Steelers
STEP OUT
Stila
Stingers
STOMACH CANCER AWARENESS MONTH
STOMP OUT BULLYING
STOP DIABETES
STORIES OF HOPE
SU
SubWay

Prohibited Terms
Sun Devils
SUNSHINE KIDS
Superman
SUPPORT OUR TROOPS
SUPPORT THEM
SUSAN G. KOMEN
Suzy Shier
Swavroski
Syracuse University
TAKE 25
TAKE STEPS
TAKE THE CHALLENGE
TAKING STEPS TO CURE CYSTIC FIBROSIS
Tampa Bay Buccaneers
Tampa Bay Lightning
Tampa Bay Rays
TAMU
TAPOUT
TAPS
Tar Heels
Tarrapins
Taste of Gourmet
Tastefully Simple
Tau Beta Sigma
Tau Kappa Epsilon
Taylor Swift
TaylorMade
TCU
TD
TEAM CHALLENGE
TEAM DIABETES
TEAM HOPE
TEAM IN TRAINING
TEAM LUNG LOVE
TEAM MS
TEAM UP! WITH AUTISM
TEAM WORLD VISION
Telus
Temple Owls
Tennessee Titans
Terps
Terry Fox
TERRY FOX FOUNDATION
TERRY FOX RUN

Prohibited Terms
TERRY'S CAUSE ON CAMPUS
TEST EARY
Têtes à claques
Texas A&M University
Texas A&M
Texas Christian University
Texas Rangers
Texas Tech University
Texas Tech
The 12th Man
THE ALS PROMISE FUND
The Dawg Pack
THE DIFFERENCE IS JESUS
THE DIGNITY PROJECT
The Great One
THE HEART TRUTH
THE HOTLINE
The House That Love Built
THE LEUKEMIA AND LYMPHOMA SOCIETY
THE LONGEST DAY
THE MAGIC OF A WISH
THE NEED IS CONSTANT, THE GRATIFICATION IS INSTANT, GIVE BLOOD
THE OFFICIAL SPONSOR OF BIRTHDAYS
The Ohio State University
THE POWER OF TRUTH
The Sak
THE SALVATION ARMY
The Swamp
Theta Chi
Theta Phi Alpha
Theta Tau
Theta Xi
Thirty-One
Thompson Rivers University
THREE TWENTY-ONE
Thunderbirds
Thundering Herd
Thunderwolves
THYCA
TIDES CANADA
Tiger Walk
Tiger Woods

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Personalization Guidelines

Prohibited Terms
Tilley
Tim Hortons
Tim McGraw
Timberwolves
tinker bell
TINKERBELL
Toby Keith
TOGETHER TO END STROKE
TOGETHER WE WILL WIN
TOGETHER WE WIN
Tommies
Tommy Hilfiger
Tony Stewart
tootsie roll
Top Chef
Toronto Blue Jays
Toronto FC
Toronto Maple Leafs
Toronto Raptors
Toronto Rock
Totes
TOUR DE CURE
Trace Adkins
TREAT ALS
Trent University
Trinity Western University
Trish McElvoy
Trump
TSN
Tupperware
Tweety
Twilight
Twinkies
Twitter
Tyndale University College
U of A
U of F
U of I
U of L
U of M
U of U
U of W
UC
UCLA
Uconn

Prohibited Terms
UCP
UEFA
UF
UGA
Ugg
UI
UK
UK Wildcats
UM
UMass
UNC
UNCOMMON SOLUTIONS FOR THE COMMON GOOD
UNDY 5000
UNICEF
UNICEF CANADA
United States Air Force Academy
United States Military Academy
United States Naval Academy
United Way
UNITED WAY
Universal Studios
Université de Moncton
Université de Montreal
Université de Quebec à Chicoutimi
Université de Saint-Boniface
Université de Sherbrook
Université du Quebec a Montréal
Université du Quebec à Rimouski
Université du Quebec à Trois-Rivières
Université du Quebec
en Abitibi-Témiscamingue
Université du Quebec en Outaouais
Université Laval
Université Sainte-Anne
University Fraser Valley
University of Alabama
University of Alberta
University of Arizona
University of Arkansas
University of British Columbia
University of Buffalo
University of Calgary
University of California
University of California Berkeley

Prohibited Terms
University of Canada West
University of Cincinnati
University of Colorado
University of Connecticut
University of Evansville
University of Florida
University of Fredericton
University of Georgia
University of Guelph
University of Hawaii
University of Illinois
University of Iowa
University of Kansas
University of Kentucky
University of Kings College
University of Lethbridge
University of Louisville
University of Manitoba
University of Maryland
University of Massachusetts
University of Miami
University of Michigan
University of Minnesota
University of Mississippi
University of Missouri
University of Nebraska
University of Nevada
University of New Brunswick
University of New Mexico
University of North Carolina
University of Northern British Columbia
University of Oklahoma
University of Ontario Institute of Technology
University of Oregon
University of Ottawa
University of Pennsylvania
University of Pittsburgh
University of Prince Edward Island
University of Regina
University of Saskatchewan
University of South Carolina
University of South Florida
University of South Florida Bulls
University of Southern California

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Personalization Guidelines

Prohibited Terms
University of Tennessee
University of Texas
University of Texas at El Paso
University of Toledo
University of Toronto
University of Utah
University of Victoria
University of Virginia
University of Washington
University of Waterloo
University of Western Ontario
University of Windsor
University of Winnipeg
University of Wisconsin
University of Wyoming
UNTIL EVERYONE COMES HOME
US Air Force Academy
US Military Academy
US Naval Academy
USAFA Falcons
USC
USMA
USNA
USO OPERATION PHONE HOME
UT
Utah Jazz
Utah Utes
UTEP
Utes
UTK
UVA
UW Huskies
UW
VAMA
Vancouver Canucks
Vancouver Grizzlies
Vancouver Island University
Vancouver Whitecaps
Vanderbilt University
Varsity Bleus
Varsity Reds
Vera Bradley
Versace
Vert et Or
Veterans of Foreign Wars

Prohibited Terms
VFW
Victoria's Secret
Vikes
Villanova
Virginia Polytechnic Institute and State University
Virginia Tech
VOICES OF IMPACT
Vols
Volunteers
Volvo
Voyageurs
VT
VT Hokies
Wake Forest
WALK FOR A CURE
WALK FOR THE CURE
WALK FOR WISHES
WALK LIKE MADD
WALK MS
WALK NOW FOR AUTISM
WALK TO CURE
WALK TO CURE DIABETES
WALK TO DEFEAT ALS
WALK TO END ALZHEIMER'S
WALK TO END LUPUS NOW
WALK TO STOP DIABETES
WALK WITH US TO CURE LUPUS
WALMART
War Eagle VII
War Eagle
Washington Capitals
Washington Huskies
Washington Nationals
Washington Redskins
Washington State Cougars
Washington State University
Washington Wizards
WATER FOR LIFE
WE WORK TO SAVE WOMEN'S LIVES
WEBKINZ
Weight Watchers
WELLNESS, NOT WEIGHT
Wesmen
West Jet

Prohibited Terms
West Point
West Virginia University
Western Michigan
Wet 'n Wild
WHATEVER IT TAKES
WHATNEXT
WHB
WHERE KIDS DISCOVER THEIR BEST
White Sox
WHO ARE YOU RUNNING FOR?
Wii
Wildcats
Wilfrid Laurier University
Winnie the Pooh
WISH HEROS
WISH TALES
WISHMAKER
WITH YOU IN THE FIGHT FOR LIFE
Wolfgang Puck
WolfPack
Wolverine
Wolverines
Wonder Woman
Wooo Pig Sooie
WORK WITH US
WORKING TOGETHER FOR STRONGER, HEALTHIER BABIES
WORKING TOGETHER TO OUTRUN CANCER
WORLD FOOD PARTY
WORLD VISION
WORLD VISION SPARK
WORLD WIDE FUND FOR NATURE
WORLD WILDLIFE FUND
Wreck 'Em Tech
WSU Cougars
WVU
WWE
WWF
XBOX
X-Men
XTREME HIKE
X-Women
Yale
Yankees

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Personalization Guidelines

Prohibited Terms
Yellow Jackets
YES THEY'RE FAKE
YMCA
Yogi bear
York University
YOU ARE NOT FORGOTTEN
YOU ARE THE POWER
YOU CAN CHANGE THE STORY
YOU CAN HELP WHEN
HELP IS MOST NEEDED
YOU'RE THE CURE
YOUR LIVER. YOUR LIFE.
YWCA
Zeta Beta Tau
Zeta Tau Alpha
Zumba

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