

Section 13 - Use of MLS in Member Firm Name and Web Address

Section 13.1 [effective March 3, 2006]

(a) Use of RMLS and NorthstarMLS Trademarks Prohibited. Members and subscribers shall not use the copyrights or trademarks of RMLS or NorthstarMLS and shall not use RMLS's or NorthstarMLS's logos (e.g., starfield/dipper/Northstar, Letter "R" contained in state of Minnesota outline), "RMLS," "Regional Multiple Listing Service," "NorthstarMLS" or derivatives thereof in member names, domain names, web addresses or uniform resource locators ("URLs").

(b) Use of Term "MLS" Prohibited. Members shall not use the term "multiple listing service," the acronym "MLS," or derivatives thereof in member names, except as provided in Section 13.1(c). In addition, members and subscribers shall not use the terms "multiple listing service," the acronym "MLS," or derivatives thereof in domain names, web addresses or URLs and all existing uses of such terms in the previously stated manner, must cease no later than 6 months after the effective date of this Rule unless the member's name is protected by and only to the extent protected by Section 13.1 (c). No member shall indicate or imply in any manner that the member is a multiple listing service or that the public has access to or may search the multiple listing service (e.g. "Search the MLS" or "Access RMLS/NorthstarMLS") on the member's website or otherwise.

(c) Prospective Application. Section 13.1 (b) shall not apply to uses of the term "multiple listing service," the acronym "MLS," or derivatives thereof in members names which were in effect on the date this rule was adopted (3/03/06). Such prior uses shall include a disclaimer that provides that the member is not a multiple listing service

but is a member of RMLS. The disclaimer shall prominently and conspicuously appear in all of the member's advertising and on the home page of the member's website, any page from which visitors to the site may search for property, and any page on which another member's listings appear.