Last Modified: January 2026

SeaFlower® Trademark & Copyright Guidelines

Let's Build Something Beautiful – Together

We value your relationship in promoting the **SeaFlower®** community to prospective residents. It's important that we do so with a unified and clear message. These guidelines are designed to support your marketing efforts – helping you convey our story in a way that's consistent, inspiring, and true to the vibrant coastal community we are creating. Every message, image, and impression you share plays a key role in expressing what makes the SeaFlower® community so special.

PLEASE READ THESE GUIDELINES CAREFULLY. BY USING ANY OF THE MATERIALS MADE AVAILABLE IN THE TOOLKIT PROVIDED BY CORTEZ75W INVESTORS, LLC, A DELAWARE LIMITED LIABILITY COMPANY (TOGETHER WITH ITS AFFILIATES, "DEVELOPER" OR "WE"), YOU ACCEPT THESE GUIDELINES AND AGREE THAT YOU WILL BE BOUND AND ABIDE BY THESE GUIDELINES AND THAT YOU WILL NOT ACT IN ANY FASHION THAT IS INCONSISTENT WITH THESE GUIDELINES. IF YOU DO NOT WANT TO AGREE TO THESE GUIDELINES, YOU MUST NOT ACCESS OR USE IN ANY WAY ANY OF THE MATERIALS MADE AVAILABLE IN THE TOOLKIT.

Developer and its affiliates are the owners of copyrights and trademark/service mark rights relating to the SeaFlower® community. We've created this guide to help you understand how to properly use these materials and how to refer to the SeaFlower community. Please follow this resource to help us protect the SeaFlower® community's brand identity and contribute to proper use. The strength of the SeaFlower® brand and the success of the SeaFlower® community benefits us all.

These guidelines may be revised or updated occasionally at Developer's sole discretion. The latest version of these guidelines will be posted on this website. All changes to these guidelines are effective immediately when posted. You are expected to check this page frequently, so you are aware of any changes. Your continued access to this website or use of any of Developer's materials or marks, in each case after a posted change, will constitute your acceptance of and agreement to such changes.

If you need help or have any questions, please contact us info@SeaFlower.com.

What are the Service Marks related to the SEAFLOWER® Community?

The **word marks** include:

- SeaFlower®
- Lake Flores℠

The **design marks** and **taglines** include:

- "Connected. By the Water."
- "Coastal Life in Bloom"
- "Find Your Perfect Florida"
- "Coastal Village Living"

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CONNECTED. BY THE WATER.

We may adopt or change our service marks occasionally. If you have questions about whether anything you would like to use is our service mark, please email us at info@seaflower.com.

How Am I Allowed to Reference the SeaFlower® Community?

The below guidelines offer examples of uses that, under most circumstances, we will consider acceptable:

1. You may use only the SeaFlower® and LakeFlores℠ **word marks**. Do not use any of Developer's **design marks** (including stylized logos and badges), **taglines**, or any word marks, design marks, or taglines that are similar to those of Developer.

2. You may only use the SeaFlower® and LakeFlores℠ word marks when necessary to refer to or describe the SeaFlower® community.

3. Do not depict the word marks in boldface or distinguishing font, typeface that is larger than surrounding typeface, or in titles or headlines. Do not use or repeat them unnecessarily.

4. When describing the community, please reference it as "the SeaFlower® community", "the SeaFlower® village" or "the SeaFlower® development".

5. You must only describe the SeaFlower® community in a truthful, fair, and accurate way.

6. Do not use any of Developer's service marks or any similar marks in a way that creates a likelihood that people will be confused as to whether you, your business, your goods or services, or your use of the service marks are affiliated with, sponsored by, endorsed by, or otherwise associated with Developer or the SeaFlower® community or in any other way that

dilutes, blurs, or tarnishes Developer, its brand, its goods or services, or the SeaFlower® community.

7. Do not use SeaFlower®, Lake Flores℠, or any similar names as part of your business name, logo, domain name, social media user name, email address, or brand. Hashtags we encourage for social usage include #CoastalVillageLiving; #CoastalLifeinBloom; #YourPerfectFlorida; #FloridaGulfCoastLife

8. Developer claims copyright protection in its logos, marks, badges, and its marketing and advertising materials (such as its signage, website, and social media pages). **Any use of content (including logos, photographs, video, audio, renderings, artwork, maps, text, elevations and floor plans) from community literature or Developer's website is strictly prohibited and may violate copyright law**. Real estate agents who register with Developer's website will have access to a Toolkit which will supply select marketing materials for use in promoting the SeaFlower® community. All materials provided by Developer must be used strictly in the form provided.

9. On each page of your website that refers to the SeaFlower® development, you must prominently include the following disclaimer in text that is the same size as the text used for the majority of the other text on your website:

   Information on this website is provided by (Brokerage Entity Name), a local real estate team. We are not associated with or affiliated with the SeaFlower® community or its developer, and the developer has not prepared or approved this website. The developer's official website is: www.SeaFlower.com. All trademarks and service marks related to the SeaFlower® community are owned by the developer and its affiliates.

   To be clear, please understand that by including this disclaimer on your website it does not imply that you can use Developer's marks and materials in any way you like. All uses must otherwise follow these guidelines.

10. Developer will allow direct links to the home page of the SeaFlower.com website, provided you do so in a way that is fair and legal and does not damage Developer's reputation or take advantage of it. You must not establish a link in such a way as to suggest any form of association, approval, or endorsement on Developer's part. In particular, the link should be plain text wording—not any image—and should never be the word "SeaFlower®" alone. Examples of acceptable wording for links include "Click Here" or "The SeaFlower® community". No framing of any part of the SeaFlower® website is allowed.

11. Any use of a builder's materials or information (including representations of price and specifics of homes) must have the builder's express written permission. Contact:

    a. Cardel Homes
    b. David Weekley Homes
    c. Issa Homes
    d. Pulte Homes

12. Video footage and drone footage of the SeaFlower® community, together with any images or photographs of activities under construction, are prohibited unless specifically approved and authorized by Developer and any applicable builder.

All uses of Developer's marks and materials will inure to the benefit of Developer and its affiliates.

A Few Final Reminders

These guidelines do not constitute (by implication, estoppel, or otherwise) any license, consent, or waiver by or on behalf of Developer or any of its affiliates. Developer and its affiliates retain sole discretion in determining whether to take action against any use of its and their intellectual property rights and expressly reserve all rights to enforce their rights to the fullest extent permitted by law, including, without limitation, the right to assert that a use is infringing (even if this use may seem to fall within the scope of permitted use as described in these guidelines). Every situation is unique, and Developer will evaluate all third-party uses on a case-by-case basis.

These guidelines do not constitute legal advice. You should consult with your own legal counsel regarding specific usage and protection matters.

For further questions regarding usage, contact: info@seaflower.com.