



MYSTIC AQUARIUM

BELUGA NAMING GUIDELINES

- Names must be non-offensive, not profane, and acceptable for all ages to be suitable for consideration. Names must not include material that a) is sexually suggestive or explicit, indecent, vulgar, obscene, violent, hateful, tortuous, defamatory, slanderous or libelous; b) is derogatory or promotes bigotry, racism, hatred, or harm against any group or individual or promotes discrimination based on race, ethnicity, sex, religion, political affiliation, nationality, disability, sexual orientation, or age, c) violates the privacy or publicity rights of any person, living or deceased, d) is unlawful, e) appears to be designed to harass, humiliate, or disparage a specific individual, group of individuals, or entity, or f) is disparaging to Aquarium or is inconsistent with the positive images to which the Aquarium wishes to associate.
- Names submitted must not infringe on the copyright, trademark, privacy, publicity, or other intellectual property rights of any person or entity. Thus, the name should not contain or be similar to any service or product name, brand name, service mark, or trademark.
- Legal names of a living person should not be used unless written permission is provided and on file at Mystic Aquarium. Legal names of a deceased person should be accompanied by a written explanation which will be reviewed by Mystic Aquarium for suitability.
- Names may not duplicate the name of any present or former animal in Mystic Aquarium's collection or within the present US beluga population.
- The name must be 11 letters or fewer and must not be entirely of initials. No names consisting only of numbers or ending with numerical designation (i.e. 2nd, 3rd) should be submitted.
- The final name selected is subject to approval by Mystic Aquarium's Chief Executive Officer. Final naming is at Mystic Aquarium's sole and absolute discretion and Mystic Aquarium reserves the right to determine final name.
- The final name is the property of Mystic Aquarium and can only be used in external communications with approval from the Sr. Vice President of External Affairs and Chief Executive Officer. Images of the whale bearing the name can only be used in external communications with prior approval. The naming entity will be required to sign an affidavit to this effect.
- The naming entity irrevocably grants to Mystic Aquarium the perpetual, royalty-free right to use the name submitted in any manner. Mystic Aquarium shall have the sole discretion in determining extent and manner of use of the name. The final name will be distributed to the public.
- Senior leadership employees of the Mystic Aquarium and their families are not eligible to participate in this raffle.