

Three Minute Tech Tip - # 29
October 13, 2005

E-mail addresses that include "remax" within the name may be trademark violations unless the address is created through RE/MAX Mainstreet. Both RE/MAX of New Jersey and RE/MAX International are working hard to maintain the integrity of the RE/MAX brand name in all of its uses. Enforcement of this policy may require changes to your e-mail address.

TODAY'S TECH TIP: RE/MAX E-Mail Address Policy

In an effort to increase efficiency and accuracy of data transmitted between RE/MAX International and RE/MAX of New Jersey, an automatic interface with the MATRiX and Frames systems will be established in the near future. Because of this event, RE/MAX International will not accept any e-mail address data from us that include the name "remax" unless it meets [very specific rules](#). The only exception to these rules is the @remax.net forwarding addresses provided by the RE/MAX International Mainstreet registration program.

Although the main focus in the past has been on web domain names, RE/MAX International is now enforcing the correct use of the RE/MAX trademark in e-mail addresses. Within the next few weeks, an e-mail will be sent to all associates and offices who are in violation of this policy. Please be sure that your e-mail address does not include an improper use of the remax name, and if so, make changes as soon as possible.

The best way to legally combine the marketing power of the RE/MAX brand with your e-mail address is to register for RE/MAX Mainstreet and get a free forwarding address. Simply visit www.remax.net to register.

For further details regarding the trademark policy, please refer to [E-Mail Trademark Considerations](#).

BONUS TIP: Don't get snagged by the NJREC for violating the advertising rules of 11:5-6:1. Make sure that your licensee's regular business name is used in all advertising, including your website. In other words, use only the name of record on your license, without nicknames, slogans or other marks.

Time's up! Gotta go. Have suggestions for other Tech Tips? E-mail me.

As always, feel free to contact the regional help desk with any tech support questions at help@remax-nj.net or (888) 54-REMAX.

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