In this article, I focus on the notion of exemplary necessity, used by Kant in the *Critique of Judgment* in order to characterize the modality of the judgments of taste. My aim is to show how this notion marks an important difference between the account of theoretical and practical normativity and that of aesthetic normativity. The necessity of both the theoretical and practical domain is apodictic and unconditional because it depends only on the objective transcendental principles. In aesthetic experience, instead, the subjective principle of taste is not sufficient for the emergence of aesthetic necessity: in this context, the examples of this principle have a normative function as well. Accordingly, aesthetic exemplarity is required in order to give a comprehensive account of aesthetic normativity, understood as underlying the legitimate demand of intersubjective assent by the particular judgments of taste.