



City Council

Approval of Trademark Coexistence Agreement for use of “Experience It!”

Agenda Date: 12/1/2015
Agenda Item Number: 4.E
File Number: 15-1145

Type: decision **Version:** 1 **Status:** Passed

Title

Approval of Trademark Coexistence Agreement for use of “Experience It!”

Recommended Action

Committee Recommendation:

Not referred to a committee

City Manager Recommendation:

Move to authorize the City Manager to sign the trademark coexistence agreement with the Glenview Park District.

Report

Issue:

Whether or not to approve the agreement with Glenview Park District for co-use of the trademarked slogan “Experience It!”

Staff Contact:

Paul Simmons, Director, Parks, Arts and Recreation, 360.753.8462

Presenter(s):

None. Consent calendar item.

Background and Analysis:

In 2006 the City of Olympia purchased rights to a Washington state trademark for the Recreation Division’s use of the logo “Experience It!”. In 2011, the Glenview Park District in Illinois received a federally registered trademark for a similar logo. Since the Glenview Park District has no desire or need to advertise in Washington State, and the Olympia Parks, Arts and Recreation Department has no desire or need to advertise in Illinois; the two entities worked together to develop a “Trademark Co-existence Agreement”.

Neighborhood/Community Interests (if known):

N/A

Options:

Type: decision **Version:** 1 **Status:** Passed

1. Authorize the City Manager to sign the trademark co-existence agreement with the Glenview Park District.
2. Do not authorize the City Manager to sign the trademark co-existence agreement with the Glenview Park District.

Financial Impact:

None.