

# Agenda Report

FEBRUARY 1, 1999

**TO: CITY COUNCIL**

**FROM: THE ROSE BOWL OPERATING COMPANY**

**DATE: FEBRUARY 1, 1999**

**RE: FEE SCHEDULE- ROSE BOWL TRADEMARK/SERVICE MARKS**

## **RECOMMENDATION:**

It is recommended that the City Council approve the attached fee schedule for Rose Bowl trademarks and service marks.

## **BACKGROUND:**

On August 25, 1997, the City Council assigned the rights to the Rose Bowl service marks and trademarks to the RBOC to serve as "agent of the City of Pasadena". The RBOC was given administrative control of the Rose Bowl service marks and trademarks to:

1. Assure the centralization of marketing and licensing efforts.
2. Provide the RBOC with the flexibility to approve or disapprove the use of trademarks by licensees for promotion of events or products.
3. Best position the RBOC for negotiations with national and international groups (NFL, FIFA) that will use the Rose Bowl service and trademarks.
4. Maximize revenues derived from the use of the trademarks.

When the rights for the service marks and trademarks were first assigned to the RBOC in August of 1997, the City Council requested that a fee schedule be prepared and presented to them. Prior to developing the fee schedule, it was necessary to a) receive permission from the RBOC Trademark Attorney, Kevin McBride to proceed with Trademark development; and b) file a series of applications for Intent to Use Trademarks with the U.S. Trademark Office in Arlington, Virginia.

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Kevin McBride has advised the RBOC to proceed with the development of the Trademark, which includes the preparation of a fee schedule, while we await official notice of acceptance from the U.S. Trademark Office. It is anticipated that official notice will be given in early February 1999.


**FISCAL IMPACT:**

Based on the estimates presented in the attached fee schedule, the licensing of the Rose Bowl trademarks and service marks has the potential to generate an estimated \$150,000-\$250,000 annually.

Respectfully submitted,

  
DANIEL CASTRO, President  
Rose Bowl Operating Company

Prepared by:

  
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