

# CITY OF MARSHALL AGENDA MEMO

PROJECT: Birthplace of Boogie Woogie Trademark Use Policy

MEETING DATE: June 11<sup>th</sup>, 2015

DESCRIPTION: The Trademark Use Policy provides the City of Marshall with a formal procedure for other community groups & entities to utilize the official Trademark to help the continued promotion of Boogie Woogie.

COST: None

BUDGET AMENDMENT REQUIRED? No

FUNDING:

RECOMMENDED  
ACTION: Approve Trademark Use Policy

CITY CONTACT: Sarah E. O'Brien, Tourism & Promotions Director  
[Obrien.sarah@marshalltexas.net](mailto:Obrien.sarah@marshalltexas.net) 903-702-9500

ATTACHMENTS: Trademark Use Policy



### *Trademark Use Policy*

Marshall Texas, Birthplace of Boogie Woogie

This policy provides the City of Marshall with a formal means to protect the use of “Birthplace of Boogie Woogie” hereinafter referred to as the Trademark, to promote the City of Marshall to the public and ensure that the City shares in the benefits derived from the commercial use of the Trademark in order to comply with and assure protection under federal trademark law.

The Trademark is a registered Service Mark with the US Patent and Trademark Office, and is the exclusive property of the City of Marshall. The City’s Tourism & Promotions Department closely monitors the use of City property to preserve its integrity and prevent public confusion regarding signage, symbols, events, and promotions associated with the “Birthplace of Boogie Woogie.”

Groups, organizations or individuals wishing to utilize the Trademark must submit a formal request in writing electronically to the Tourism & Promotions director with 30 days advance notice for approval to use the Trademark. Requests must be sent to [Obrien.Sarah@marshalltexas.net](mailto:Obrien.Sarah@marshalltexas.net)

The written request should include the following:

- Name of individual making request including contact information.
- Name of group or entity making request including contact information.
- Date and location requested to utilized Trademark
- Descriptive purpose of utilizing the Trademark including but not limited to: event description, sample promotional pieces, event budgets, entertainment lineups.
- Explanation of the benefit of utilizing the Trademark for application.

Unauthorized use of the Trademark constitutes a trademark infringement and is punishable by imprisonment and or substantial fines and penalties under 18 U.S.C 2319.

Questions or concerns regarding this policy of the proper use of the Trademark may be addressed to the City of Marshall Tourism and Promotions Director at 903-702-7777.

This policy is not intended to serve as legal advice. If you have questions regarding your legal rights or duties please consult your attorney.

Adopted: June 11<sup>th</sup>, 2015

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