



## CITY OF VANCOUVER

# A4

### ADMINISTRATIVE REPORT

Report Date: October 10, 2006  
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Meeting Date: October 31, 2006

TO: Vancouver City Council

FROM: City Clerk

SUBJECT: Registration of the new City of Vancouver Emblem and the Coat of Arms

#### RECOMMENDATION

THAT Council authorize the Director of Legal Services to negotiate and execute any necessary documents and agreements in order to complete the official mark and trademark registration processes for the City's new emblem and the Coat of Arms.

#### CITY MANAGER'S COMMENTS

Approval of the Recommendation will enable staff to continue the process of effecting the registration of the City's new emblem as an official mark in Canada and a trademark in the United States, as well as the registration of the Coat of Arms as an official mark in Canada, which will protect both symbols. This involves no additional funds. The City Manager recommends approval.

#### COUNCIL POLICY

There is no applicable Council policy.

#### PURPOSE

The Director of Legal Services requires Council approval as an authorized representative of the City, to execute legal documents that are part of a registration process for the City's new emblem in Canada and the United States, and for the Coat of Arms in Canada.

## **DISCUSSION**

On July 18, 2006 Council approved a new emblem for day-to-day use by the City of Vancouver. The City's Coat of Arms will be reserved for use by Mayor and Council, and for more formal, ceremonial purposes.

Part of the work involved in developing a new emblem is to register it as an official mark in Canada and as a trademark in the United States. Registration and trademark designation will protect the new emblem and the City organization from unauthorized use of the symbol.

Though it is registered with the College of Heralds in London, England, the City's Coat of Arms should be protected as well.

The process to protect both symbols is underway. However, to complete the registration process, an authorized representative of the City is required to sign various legal documents.

The Director of Legal Services, with the approval of Council, is the most appropriate person to negotiate and execute these documents.

## **FINANCIAL IMPLICATIONS**

No further funds are required. Council approved on July 18, 2006 a budget that included sufficient funds for trademark search and registration in Canada and the United States. The source of funding is to be the 2006 Contingency Reserve.

## **CONCLUSION**

In order to complete official mark and trademark registration of the City's new emblem and Coat of Arms, the Director of Legal Services requires authority to negotiate and execute the required legal documents. Approval by City Council of this report will enable the City to more effectively protect our new emblem and Coat of Arms.

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