

EXECUTIVE SUMMARY

Recommendation to authorize staff to prepare and submit applications to renew service marks with the State of Florida Division of Corporations to preserve the County's advertising, logos, phrases and slogans for "Paradise Coast Blueway".

OBJECTIVE: That the Board of County Commissioners authorize staff to prepare and submit applications to renew service marks with the State of Florida Division of Corporations to preserve the County's advertising, logos, phrases and slogans.

CONSIDERATIONS: On January 10, 2006, the Collier County Tourism Department (Naples, Marco Island, Everglades Convention & Visitor's Bureau) began the use of two logos incorporating the phrases "Paradise Coast Blueway" and "Paradise Coast Blueway – The Collier County Paddling Trail", in promotional and informational materials to assist users of the Blueway paddling trail, and to promote tourism in Collier County. These logos were both registered as service marks with the State of Florida Division of Corporations on May 18, 2007, which has provided the County additional legal protection of its use of the logos and phrases for advertising and business within the state.

Pursuant to § 495.071, *Fla. Stat.*, the County must file renewal applications with the state for each of these service marks within the six months prior to their expiration on May 18, 2012. The cost to file a service mark renewal application with the state is \$87.50 per application.

GROWTH MANAGEMENT IMPACT: None.

FISCAL IMPACT: The total cost associated with filing the renewal applications is \$175.00. Funds are available in account no. 194-101540.

LEGAL CONSIDERATIONS: This item is legally sufficient for Board action and requires a majority vote. – CMG

RECOMMENDATION:

1. That the Board of County Commissioners authorize staff to prepare and submit two renewal applications to renew the registration of the logo with the phrase, "Paradise Coast Blueway", and another logo with the phrase "Paradise Coast Blueway – The Collier County Paddling Trail," with the State of Florida Division of Corporations for use by the Collier County Tourism Department;
2. Approve the expenditure of funds as stated.
3. Authorize the Chairman to execute the completed applications on behalf of Collier County after approval by the County Attorney's Office.

PREPARED BY: Colleen M. Greene, Assistant County Attorney