



400 South Federal Hwy
Hallandale Beach, FL 33009

City of Hallandale Beach City Commission Agenda Cover Memo

Meeting Date:	December 21, 2016		Item Type: (Enter X in box)	Resolution X	Ordinance	Other	
Fiscal Impact: (Enter X in box)	Yes	No	Ordinance Reading: (Enter X in box)	1st Reading		2nd Reading	
		X	Public Hearing: (Enter X in box)	Yes	No	Yes	No
Funding Source:	N/A		Advertising Requirement: (Enter X in box)	Yes		No	
				X			
Account Balance:	N/A		Quasi Judicial: (Enter X in box)	Yes		No	
						X	
Project Number :	N/A		RFP/RFQ/Bid Number:	N/A			
Contract/P.O. Required: (Enter X in box)	Yes	No	Strategic Plan Priority Area: (Enter X in box) Safety <input type="checkbox"/> Quality <input type="checkbox"/> Vibrant Appeal <input checked="" type="checkbox"/>				
		X					
Sponsor Name:	Joy F. Cooper		Department:	Mayor and City Commission			

Short Title:

AN ORDINANCE OF THE MAYOR AND CITY COMMISSION OF THE CITY OF HALLANDALE BEACH, FLORIDA, AMENDING CHAPTER 2 ADMINISTRATION, ARTICLE I, IN GENERAL, BY AMENDING SECTION 2-1 CORPORATE SEAL, TO INCLUDE RESTRICTIONS ON THE USE OF THE CITY SEAL, LOGO, TRADEMARKED TAG LINES AND NAME AS SPONSOR; PROVIDING FOR CONFLICT; PROVIDING FOR SEVERABILITY; PROVIDING FOR CODIFICATION; AND PROVIDING AN EFFECTIVE DATE.

Staff Summary:

Background:

During the October 19, 2016 Commission Meeting, Mayor Cooper requested an Agenda Item, with the consent of the City Commission, to bring forth an Ordinance stipulating the City's trademark log shall not be used without expressed permission by the City.

The City Commission on December 18, 2012 adopted Resolution 2012-122 which adopted the City's new logo, tagline and branding plan. As a step of implementation the branding plan, the City Administration filed an application for trademark of the new logo and tagline with the United States Patent and Trademark Office. On April 8, 2014 the new logo was officially registered by the U.S. Patent and Trademark Office with registration number 4,509,337.

The registered trademarked logo consists of stylized capital "H" with the word "Beach" occurring across the midsection of the "H" with the words "Hallandale Beach" below the stylized "H". While the trademark does not grant the City the exclusive right to use the words "Beach" and "Hallandale Beach" separate from the stylized "H", it does grant the City the exclusive use of the stylized capital "H" with the word "Beach" occurring across the midsection of the "H".

The registered trademark and tagline are protected against infringement of all or a portion of the marks by federal law. The adoption of this proposed Ordinance would set forth certain restrictions of the use of the City's seal, logo and taglines and to set forth the penalties for violations thereof.

Why Action is Necessary:

Pursuant to Article V, Section 5.01 of the City of Hallandale Beach Charter, establishing a rule or regulation which carries a penalty requires an action by Ordinance.

Fiscal Impact:

No fiscal impact

Proposed Action:

Staff recommends adoption of the attached Ordinance, on Second Reading as it was approved on First Reading on December 7, 2016 by a 4/0 Roll Call Vote with no changes.

Attachment(s):

Exhibit 1 - Ordinance