



**CITY OF BEVERLY HILLS**  
455 N. Rexford Drive  
Beverly Hills, CA 90210  
4<sup>th</sup> Floor Conference Room A

**Beverly Hills City Council Liaison / Branding and Licensing Committee**

**SPECIAL MEETING HIGHLIGHTS**

Monday, June 10, 2019  
4:00 PM

**MEETING CALLED TO ORDER**

Date / Time: June 10, 2019 / 4:00AM

**IN ATTENDANCE:** Vice Mayor Lester Friedman, Councilmember Robert Wunderlich, Assistant City Manager Nancy Hunt-Coffey, Marketing and Economic Sustainability Manager Laura Biery, Administrative Intern Luis Gonzalez, Mark Roesler-CMG Worldwide, Azadeh Samimi-CMG Worldwide, Thomas White-Municipal League, Assistant City Attorney Lolly Enriquez (over the phone), Robbie Anderson.

**1) Public Comment**

Members of the public were given the opportunity to directly address the Committee on any item listed on the agenda.

Speakers: Thomas White provided feedback for meeting highlights and requested that notes provide more substance and that meetings be held more frequently.

**2) Short-term use of Beverly Hills Shield at Duty Free Stores by Marc Tetro**

- The City Attorney's Office issued a cease and desist letter regarding the use of the shield by artist Marc Tetro.
- Marc Tetro requested a short-term use agreement to exhaust all remaining product.
- CMG Worldwide is contracted by the City to vet all potential Beverly Hills shield uses.
- CMG offered a tentative settlement of \$5,000 and a 1 year use or until all existing product is exhausted (whichever occurs first).
- The City Council Liaisons denied the terms of the settlement as presented.
- The City Council Liaisons recommended that Marc Tetro pay the \$5000 settlement and destroy all remaining product and provide appropriate certification.
- CMG Worldwide was directed to follow up with Marc Tetro

**3) Update from CMG Worldwide on requests for use of Beverly Hills Shield**

- Request for Beverly Hills Shield use by Sara Kazimi for a Swarovski Crystal purse design.
- The City Council Liaisons did not approve the use of the shield for the use of the purse.

**4) Update regarding unauthorized use of Beverly Hills Shield**

- Presentation by City staff regarding unauthorized uses of Beverly Hills Shield.
- The City Attorney's office authors cease and desist letters to individuals or companies that are found using the Beverly Hills shield without authorized permission. The following companies received a cease and desist letter from the City Attorney's office since the previous City Council Liaison Meeting on December 14, 2018:

- Rite Aid — December 17, 2018
  - Kennel Club of Beverly Hills Beverly Hills Dog Show — December 17, 2018
  - Kitson and Patrick DiLascia Clothing Brand — January 29, 2019
  - Le Petit Gan — January 29, 2019
  - Star City Tours — February 25, 2019
  - Dr. Mahnaz Rashti, D.D.S. — February 27, 2019
  - 8477 Sunset Blvd — April 2, 2019
  - Beverly Beach — April 30, 2019
  - Marc Tetro — May 23, 2019
- Public member Robbie Anderson concerned with the fiscal impact associated with an initial cease and desist letter.
    - Assistant City Attorney stated that there is no significant fiscal impact associated with an initial cease and desist letter.
  - Items for Next Liaison Meeting
    - Provide updates on current and future licensing policies
    - Provide report on current monitoring services and costs

## **ADJOURNMENT**

Date / Time: June 10, 2019 / 5:00 PM