



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

Branding and Licensing Committee

HIGHLIGHTS

Monday, June 18, 2018
4:00 PM

MEETING CALLED TO ORDER

Date / Time: June 18, 2018 / 4:04 PM

IN ATTENDANCE: Vice Mayor John Mirisch, Councilmember Lester Friedman, Mahdi Aluzri, City Manager, Pamela Mottice-Muller, Director Office of Resilience, Therese Kosterman, Public Information Manager, Adrienne Tarazon, Executive Assistant to the City Council, Thomas White, Robbie Anderson

1) Public Comment

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

Speakers: None.

2) Request from the Kennel Club of Beverly Hills for use of the Beverly Hills shield as the basis for their logo for the Beverly Hills Dog Show

- Staff provided information about the Beverly Hills Dog Show, an event produced by NBC Universal and co-sponsored by the Kennel Club of Beverly Hills (KCBH). KCBH requested permission to use the City shield to help brand the event.
- Enforcement for use of the shield was discussed, with Vice Mayor Mirisch and Councilmember Friedman in agreement for denying use of the shield for the event. Staff would follow up with another cease and desist letter to the organization.
- Vice Mayor Mirisch stated any use of the City shield, or pending requests for us should go before City Council. Councilmember Friedman also requested to revisit the policy of uses of the City shield.
- City Manager Aluzri suggested sending a cease and desist letter to the dog show organization requesting sufficient penalties to cover expenses retroactive to 2017, discontinue use of logo, and removing shield logo from website. Council liaisons Mirisch and Friedman agreed.

3) Three requests for use of the Beverly Hills shield

- Therese Kosterman, Public Information Manager, presented three requests for use of the City shield – two from Beverly Beach and Only in Beverly Hills, businesses who inadvertently violated the City's trademark rules. The third request is from Louis Vuitton, asking for a license to emboss the City shield on luggage tags to be given to customers who purchase luggage.
- Council liaisons Mirisch and Friedman denied the first two requests. Vice Mayor Mirisch requested to see samples before Council liaisons agree to use for third request

by Louis Vuitton. Vice Mayor Mirisch and Councilmember Friedman also asked staff to renegotiate with Louis Vuitton to request a higher annual fee.

ADJOURNMENT

Date / Time: June 18, 2018 / 5:06 PM