Beverly Hills City Council Liaison / Branding and Licensing Committee will conduct a Special Meeting, at the following time and place, and will address the agenda listed below:

CITY OF BEVERLY HILLS
455 N. Rexford Drive
Beverly Hills, CA 90210

TELEPHONIC VIDEO CONFERENCE MEETING

Beverly Hills Liaison Committee Meeting

Meeting ID: 516 191 2424
Passcode: 90210

You can also dial in by phone:
+1 669 900 9128 US
+1 833 548 0282 (Toll-Free)

One tap mobile
+16699009128,,5161912424# US
+18335480282,,5161912424# US (Toll-Free)

Wednesday, August 11, 2021
4:30 PM

Pursuant to Executive Order N-25-20 members of the Beverly Hills City Council and staff may participate in this meeting via a teleconference. In the interest of maintaining appropriate social distancing, members of the public can view this meeting through live webcast at www.beverlyhills.org/live and on BH Channel 10 or 35 on Spectrum Cable, and can participate in the teleconference/video conference by using the link above. Written comments may be emailed to mayorandcitycouncil@beverlyhills.org.

AGENDA

1) Public Comment
   a. Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.

2) Request for Use of City Shield in Additional Color Variations for Apparel Items by Amiri

3) Request for Use of City Shield for a Branded Beverly Hills Wine Collection by Greg Norman Estates

4) Update from CMG Worldwide Regarding Exploration of Opportunities for Licensing at LAX

5) Future Agenda Items Discussion
6) Adjournment

Huma Ahmed
City Clerk

Posted: August 6, 2021

A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW AT
WWW.BEVERLYHILLS.ORG

Pursuant to the Americans with Disabilities Act, the City of Beverly Hills will make reasonable efforts to accommodate persons with disabilities. If you require special assistance, please call (310) 285-1014 (voice) or (310) 285-6881 (TTY). Providing at least forty-eight (48) hours advance notice will help to ensure availability of services.
Item 2
INTRODUCTION
The City periodically receives inquiries about the use of the Beverly Hills Shield. On August 4, 2020, the City Council approved Atelier Luxury Group dba Amiri ("Amiri") to feature the Beverly Hills Shield in front of the Amiri logo in either pink, black or white print for a series of apparel items. On February 16, 2021, the City Council approved Amiri to expand the use to feature the Beverly Hills Shield in a rainbow color scheme in front of the Amiri logo for a series of apparel items. Amiri is now interested in using the Beverly Hills Shield for a new series of apparel items in purple and gold to be sold on its online shop and at the Amiri flagship store on Rodeo Drive.

DISCUSSION
Staff receives inquiries from individuals and businesses looking to use the Beverly Hills shield on products and merchandise. As requests are received, they are referred to the City’s branding and licensing consultant CMG Worldwide. The City has contracted with CMG Worldwide since 2013.

Amiri specializes in high end luxury clothing reminiscent of the California rock and roll scene. Amiri opened their Rodeo Drive flagship store in Fall 2020. Items with the shield design are featured in-store and in the online shop.

Amiri x Beverly Hills
Amiri is interested in using the Beverly Hills Shield in a purple and gold color scheme on a series of apparel items. The Beverly Hills Shield would be featured on a series (but not limited to) of tees, hats, sweatshirts, and sweatpants. Previously, Amiri received approval to feature the Beverly Hills Shield in front of the Amiri logo in pink, black, white, or a rainbow color print.
The City’s current agreement with Amiri does not provide guidelines for color of the City Shield; although Amiri previously shared samples to feature the Beverly Hills Shield in front of the Amiri logo in either pink, black, white, or a rainbow color print.

This item is being brought for review as the new color scheme is purple and gold and is reminiscent of the color scheme for the Los Angeles Lakers basketball team.

The current distribution plan features Amiri’s flagship store on Rodeo Drive and their online store. The items proposed for use of the Beverly Hills Shield include the following:

- Hat (MSRP $320)
- Short Sleeve Tee (MSRP $390)
- Long Sleeve Tee (MSRP $450)
- Sweatshirt (MSRP $690)
- Hoodie (MSRP $790)
- Sweatpants (MSRP $790)

Proposed Purple and Gold Color Scheme:

Attachment 1 to this Liaison Report provides larger images of the proposed apparel items. Additionally, attachment 2 to this Liaison Report is the February 16, 2021 City Council Agenda Report regarding the approval for the use of the Beverly Hills Shield by Amiri in a rainbow color scheme. As attachments within the February 16, 2021 City Council Agenda Report is the prior August 4, 2020 Agenda Report to City Council as well as the executed license agreement with Amiri.
Existing Deal Points in Agreement:
Permission fee: $10,000 non-refundable advance recoupable against royalties
Term: 1 year and 3 months (9/1/20 – 12/31/21)
Territory: Amiri flagship store Rodeo Drive and online store
Royalty: 8% of gross retail sales paid quarterly
Retail Price: $320 - $790

Decision Points:
- Is a purple and gold color scheme an approved use of the Beverly Hills shield for apparel?
- Is there a desire to renegotiate the terms of the agreement by either party?

FISCAL IMPACT
There is no direct fiscal impact of adding the additional color scheme; however, additional sales will result in additional royalties paid to the City of Beverly Hills.

RECOMMENDATION
It is recommended that the City Council Branding and Licensing Committee provide direction regarding use of the Beverly Hills Shield in a purple and gold color scheme by Amiri.
Attachment 1
AMIRI x BEVERLY HILLS TEE
MSRP: $390

- RIBBED CREW NECK
- 30 SINGLE SUPIMA COTTON JERSEY
- FRONT AND BACK SCREENPRINT
- MADE IN LOS ANGELES
AMIRI x BEVERLY LONG SLEEVE TEE
MSRP: $450

- RIBBED CREW NECK LONGSLEEVE
- 30 SINGLE SUPIMA COTTON JERSEY
- FRONT AND BACK SCREENPRINT
- MADE IN LOS ANGELES
AMIRI x BEVERLY HILLS SWEATSHIRT

MSRP: $690

- 14 OZ. SUPIMA COTTON LOOP TERRY
- SCREEN PRINT ON FRONT & BACK
- MADE IN LOS ANGELES
AMIRI x BEVERLY HILLS HOODIE
MSRP: $790

- 14 OZ. SUPIMA COTTON LOOP TERRY
- SCREEN PRINT ON FRONT & BACK
- MADE IN LOS ANGELES
AMIRI x BEVERLY HILLS SWEATPANT
MSRP: $790

- 14 OZ. SUPIMA COTTON LOOP TERRY
- SCREEN PRINT ON FRONT & BACK
- MADE IN LOS ANGELES
AMIRI x BEVERLY HILLS HAT
MSRP: $320

- CUSTOM COTTON/ CANVAS/
- EMBROIDERED ART
- MADE IN LOS ANGELES
BEVERLY HILLS SHIELD LICENSE PROPOSAL

Licensee: Atelier Luxury Group dba AMIRI

Terms: 8% of net sales

Products (by item): Including, but not limited to: Tees, Sweatshirts, Hats

Permitted Distribution: AMIRI Rodeo Drive Store and Online through: www.amiri.com

Terms/Payment: 8% of net sales. Royalty payments will be made within 30 days after the end of each quarter.

Advance/Guarantee: $10,000

Territory: Worldwide

Proposed License dates: 9/1/20 – 12/30/21 with option to renew each year.
Attachment 2
AGENDA REPORT

Meeting Date: February 16, 2021

Item Number: D-8

To: Honorable Mayor & City Council

From: Gabriella Yap, Deputy City Manager
Laura Biery, Marketing & Economic Sustainability Manager

Subject: USE OF BEVERLY HILLS SHIELD BY AMIRI

Attachments: 1. February 4, 2021 Branding and Licensing Committee Report

RECOMMENDATION
It is recommended that the City Council provide direction regarding use of the Beverly Hills Shield in a rainbow color scheme by Amiri.

FISCAL IMPACT
There is no fiscal impact of adding the additional color scheme.

INTRODUCTION
On August 4, 2020, the City Council approved Atelier Luxury Group dba Amiri (“Amiri”) to feature the Beverly Hills Shield in front of the Amiri logo in either pink, black or white print. Amiri has requested to use the Beverly Hills Shield in a new rainbow color scheme for a series of apparel items to be sold in its flagship store on Rodeo Drive and online shop. On February 4, 2021, the Branding and Licensing Committee reviewed and recommended approval of Amiri’s request to use the rainbow design.

DISCUSSION
Amiri’s current Beverly Hills Shield line in pink, black, and white has been successful and they are interested in creating a new rainbow color scheme on a series of apparel items. This item is being brought for review as the City has not previously approved the shield to be presented in a rainbow color scheme. Although, the City has allowed the shield to be used in a solid neon or bright colors for City activities such as BOLD or Next Night, the rainbow color scheme does not appear to be on file as a previously approved color scheme.

The City’s current agreement with Amiri does not provide guidelines for color of the City Shield, although Amiri previously shared samples for approval. If the City Council approves the new rainbow design, the existing deal points in the agreement would not be affected.

Page 1 of 2
Meeting Date: February 16, 2021

**Existing Deal Points in Agreement:**
Permission fee: $10,000 non-refundable advance recoupable against royalties
Term: 1 year and 3 months (9/1/20 – 12/31/21)
Territory: Amiri flagship store Rodeo Drive and online store
Royalty: 8% of gross retail sales paid quarterly
Retail Price: $320 - $790

Additional details including the rainbow shield collection samples and sales data for Amiri’s current Beverly Hills Shield line are included in the attached staff report from the February 4, 2021, Branding and Licensing Committee meeting (Attachment 1).

George Chavez,
City Manager

[Signature]
Approved By
ATTACHMENT 1
TO: City Council Liaison/Branding and Licensing

FROM: Laura Biery, Marketing and Economic Sustainability Manager
       Luis Gonzalez, Administrative Intern

DATE: February 4, 2021

SUBJECT: Request for Use of City Shield in Rainbow Color Scheme for Apparel Items by Amiri

ATTACHMENTS: 1. Proposal by Amiri
               2. Agenda Report from August 4, 2020
               3. Executed Amiri Licensing Agreement for Use of City Shield

INTRODUCTION
The City periodically receives inquiries about the use of the Beverly Hills Shield. On August 4, 2020, the City Council approved Atelier Luxury Group dba Amiri (“Amiri”) to feature the Beverly Hills Shield in front of the Amiri logo in either pink, black or white print. This item is presented for review as Amiri has requested use of the Beverly Hills Shield in a rainbow color scheme for a series of apparel items to be sold on its online shop and Amiri flagship store on Rodeo Drive.

DISCUSSION
Staff receives inquiries from individuals and businesses looking to use the Beverly Hills shield on products and merchandise. As requests are received, they are referred to the City’s branding and licensing consultant CMG Worldwide. The City has contracted with CMG Worldwide since 2013.

Amiri specializes in high end luxury clothing reminiscent of the California rock and roll scene. Amiri opened their Rodeo Drive flagship store in Fall 2020. Items with the shield design are featured in-store and in the online shop.

Amiri x Beverly Hills
Amiri is interested in using the Beverly Hills Shield in a rainbow color scheme on a series of apparel items. The Beverly Hills Shield would be featured on a series (but not limited to) of tees, hats, and sweatshirts. Previously, Amiri requested to feature the Beverly Hills Shield in front of the Amiri logo in either pink, black or white print.

The City’s current agreement with Amiri does not provide guidelines for color of the City Shield; although Amiri previously shared samples to feature the Beverly Hills Shield in front of the Amiri logo in either pink, black or white print.
This item is being brought for review as the City has not previously approved the shield to be presented in a rainbow color scheme. Although, the City has allowed the shield to be used in a solid neon or bright colors for City activities such as BOLD or Next Night, the rainbow color scheme does not appear to be on file as a previously approved color scheme.

The current distribution plan features Amiri’s flagship store on Rodeo Drive and online store only. The items proposed for use of the Beverly Hills Shield include the following:

- Hat (MSRP $320)
- Short Sleeve Tee (MSRP $390)
- Long Sleeve Tee (MSRP $450)
- Sweatshirt (MSRP $690)
- Hoodie (MSRP $790)

Proposed Color Scheme
Existing Deal Points in Agreement:
Permission fee: $10,000 non-refundable advance recoupable against royalties
Term: 1 year and 3 months (9/1/20 – 12/31/21)
Territory: Amiri flagship store Rodeo Drive and online store
Royalty: 8% of gross retail sales paid quarterly
Retail Price: $320 - $790

Since the agreement was enacted in September, Amiri has sold over $160,000 in merchandise featuring the City shield. The City receives 8% of merchandise sales totaling to approximately $13,000 in royalties. The initial $10,000 permission fee that was paid by Amiri will be applied to the royalties owed for the next quarterly payment.

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Units</th>
<th>Sales Total</th>
<th>Royalty Rate</th>
<th>Estimated Royalty</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beverly Hills Hat</td>
<td>57</td>
<td>$16,530.00</td>
<td>8%</td>
<td>$1,322.40</td>
</tr>
<tr>
<td>Beverly Hills Hoodie</td>
<td>53</td>
<td>$41,870.00</td>
<td>8%</td>
<td>$3,349.60</td>
</tr>
<tr>
<td>Beverly Hills Crewneck</td>
<td>71</td>
<td>$46,052.50</td>
<td>8%</td>
<td>$3,684.20</td>
</tr>
<tr>
<td>Beverly Hills Long Sleeve Tee</td>
<td>38</td>
<td>$14,820.00</td>
<td>8%</td>
<td>$1,185.60</td>
</tr>
<tr>
<td>Beverly Hills Short Sleeve Tee</td>
<td>124</td>
<td>$43,400.00</td>
<td>8%</td>
<td>$3,472.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>162,672.50</strong></td>
<td></td>
<td><strong>8%</strong></td>
<td><strong>$13,013.80</strong></td>
</tr>
</tbody>
</table>

Decision Points:
- Is a rainbow color scheme an approved use of the Beverly Hills shield for apparel?

**FISCAL IMPACT**
There is no fiscal impact of adding the additional color scheme.

**RECOMMENDATION**
It is recommended that the City Council Branding and Licensing Committee provide direction regarding use of the Beverly Hills Shield in a rainbow color scheme by Amiri.
Attachment 1
AMIRI
LOGO TEE
-SUPIMA LIGHTWEIGHT JERSEY
-RIBBED CREWNECK
-100% COTTON
-SCREEN PRINTED GRAPHIC
-MADE IN LOS ANGELES
LOGO HOODIE

-SUPIMA HEAVYWEIGHT TERRY
-100% COTTON
-SCREEN PRINTED GRAPHIC
-MADE IN LOS ANGELES
HATS
- COTTON CANVAS/ NYLON HAT
- EMBROIDERED ARTWORK
- MADE IN LOS ANGELES
LOGO LONGSLEEVE TEE

- SUPIMA LIGHTWEIGHT JERSEY
- RIBBED CREWNECK
- 100% COTTON
- SCREEN PRINTED GRAPHIC
- MADE IN LOS ANGELES
LOGO CREW

- SUPIMA HEAVYWEIGHT TERRY
- 100% COTTON
- SCREEN PRINTED GRAPHIC
- MADE IN LOS ANGELES
Attachment 2
AGENDA REPORT

Meeting Date:       August 4, 2020
Item Number:       D-5
To:                Honorable Mayor & City Council
From:              Laura Biery, Marketing and Economic Sustainability Manager
                        Luis Gonzalez, Administrative Intern
Subject:           APPROVE A LICENSE TO ATELIER LUXURY GROUP DBA AMIRI
                        FOR USE OF THE CITY SHIELD ON APPAREL MERCHANDISE;
                        AUTHORIZE THE CITY MANAGER TO FINALIZE AND EXECUTE
                        THE LICENSE AGREEMENT
Attachments:       1. Proposal by Amiri
                        2. Amiri Brand Book

RECOMMENDATION

This item provides a recommendation from the Beverly Hills City Council Liaison /
Branding and Licensing Committee (Councilmember Lili Bosse and Councilmember
John Mirisch).

It is recommended that the City Council: (1) grant a license to Atelier Luxury Group dba
Amiri (“Amiri”) for use of the trademarked Beverly Hills shield on various clothing
apparel; (2) authorize the City Manager to finalize and execute an agreement between
the City of Beverly Hills and Amiri (subject to review by the City Attorney’s Office) to
manufacture, distribute and market shield-branded apparel to be sold exclusively online
and at the Amiri flagship store on Rodeo Drive; and (3) authorize the City the ability to
purchase Amiri x Beverly Hills items at cost price for City use if desired that would not be
resold by the City.

FISCAL IMPACT

If the above agreement terms are accepted, the fiscal impact of the Amiri merchandise
licensing deal is $10,000 for the non-refundable permission fee plus royalties of 8% of
gross retail sales of the merchandise. The retail price point for Amiri merchandise in the
collection ranges from $320-$790. The initial term of the agreement is proposed for a 1 year and 3-month term.

**INTRODUCTION**

The City of Beverly Hills is the owner of the Beverly Hills shield design trademark (“Shield”). The City has an agreement with CMG Worldwide to provide exclusive licensing representation to the City by entering into licensing agreements with film and television studios, theme parks, retail and apparel merchandising firms. Amiri has requested to use the Shield to be featured on a series of apparel items.

Amiri specializes in high end luxury clothing reminiscent of the California rock and roll scene. Amiri anticipates opening their Rodeo Drive flagship store in Fall 2020. Items with the shield design would be featured in-store and in the online shop.

**DISCUSSION**

The Beverly Hills City Council Liaison / Branding and Licensing Committee met on July 23, 2020 to review the licensing agreement request from Atelier Luxury Group dba Amiri (“Amiri”). The Liaisons reviewed the proposed deal points and supported moving forward with a licensing agreement with Amiri as presented at the July 23rd Liaison meeting with an additional request to negotiate the opportunity for the City to purchase Amiri x Beverly Hills apparel at cost price for City use, not to be resold by the City.

**Amiri x Beverly Hills**

Amiri is interested in using the Beverly Hills Shield on a series of apparel items. The Beverly Hills Shield would be featured on a series of (but not limited to) tees, hats, and sweatshirts. This collection features the Beverly Hills Shield in front of the Amiri logo in either pink, black or white print. The Amiri brand will join other retailers that represent the elevated and luxury style associated with Beverly Hills along Rodeo Drive.

The distribution plan features Amiri’s flagship store on Rodeo Drive anticipated to open in Fall 2020 and in its online store only. The items proposed for use of the Beverly Hills Shield include the following:

- Hat (MSRP $320)
- Short Sleeve Tee (MSRP $390)
- Long Sleeve Tee (MSRP $450)
- Sweatshirt (MSRP $690)
- Hoodie (MSRP $790)

CMG Worldwide has negotiated the following deal points that were presented to the City Council Liaisons:

<table>
<thead>
<tr>
<th>Deal Points</th>
<th>Terms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Permission Fee</td>
<td>$10,000 non-refundable advance recoupable against royalties</td>
</tr>
<tr>
<td>Term</td>
<td>1 Year and 3 Months (9/1/20 – 12/31/21)</td>
</tr>
<tr>
<td>Territory</td>
<td>Online and Amiri flagship store Rodeo Drive</td>
</tr>
<tr>
<td>Royalty</td>
<td>8% of gross retail sales.</td>
</tr>
</tbody>
</table>
Anticipated Retail Price $320-$790

At the time of royalty payment, Amiri will provide the City of Beverly Hills with a sales report breaking down the royalties per licensed product. During the meeting, the City Council Liaisons requested an additional deal point be negotiated by CMG Worldwide with Amiri.

<table>
<thead>
<tr>
<th>Additional Deal Point</th>
<th>Ability for the City of Beverly Hills to purchase Amiri x Beverly Hills items at cost price for City use (e.g. gifts for dignitaries), not to be resold by the City.</th>
</tr>
</thead>
<tbody>
<tr>
<td>City Purchase Option</td>
<td></td>
</tr>
</tbody>
</table>

Gabriella Yap
Deputy City Manager
Approved By
Attachment 3
This License Agreement (the "Agreement"), dated August 4, 2020 (the "Effective Date") is between the City of Beverly Hills ("Licensor" or the "City"), CMG Worldwide, Inc. ("CMG"), located at 9229 Sunset Boulevard Penthouse 950, West Hollywood, California 90069, and Mike Amiri on behalf of Amiri ("Licensee"), located at 1330 Channing Street, Los Angeles, California 90021. Licensor and Licensee each individually a "Party," and collectively, the "Parties."

WHEREAS, Licensor is the owner of all right, title, and interest in, to, and under the Beverly Hills Shield design mark shown below (the "Property"), together with trademark registrations for the mark.

WHEREAS, Licensee desires to utilize said Property, upon the terms and conditions set forth below.

WHEREAS, CMG is the licensing agent of the Licensor in connection with licensing the Property.

NOW, THEREFORE, in consideration of the mutual promises and undertakings herein contained and for other good and valuable consideration, intending to be legally bound, the Parties agree as follows:

1. **Grant of License.**
   (a) Subject to the limitations set forth in Paragraph 1(c) below and the other conditions of this Agreement, Licensor hereby grants to Licensee the non-exclusive right to use the Property in connection with the manufacture, promotion, distribution, and sale of t-shirts, long sleeved shirts, sweatshirts, hats, and other apparel items subject to written pre-approval by Licensor (the "Goods") from the period beginning on September 1, 2020 and ending on December 31, 2021 (the "Term").
   (b) Market and Territory: The license hereby granted extends to the Amiri flagship retail store in Beverly Hills and the Amiri online webpage only (the "Territory").
   (c) Limitations on License: No license is granted hereunder for the use of the Property for any purpose other than upon or in connection with the Goods. No license is granted hereunder for the manufacture, sale, or distribution of Goods to be used as Premiums (as defined hereafter), for publicity purposes, as giveaways, or to be disposed of under similar methods of merchandising. In the event Licensee desires to sell Goods for such purposes, Licensee acknowledges and agrees that it must first seek and obtain a separate license from Licensor, and that the user thereof must also obtain a separate license from Licensor for such use of Goods. Furthermore, Licensee specifically agrees and acknowledges that making, using, and/or selling any unauthorized goods, articles, and/or promotional materials which use any aspect of the Property, including any variety of elements of Property's likeness, is an infringement of the Property that may result in serious damages, dilution, and tarnishment to the integrity, distinctiveness, and value of the Property, and will constitute material breach of this Agreement. Licensee shall neither contest nor object to immediate termination of this Agreement, and/or the injunctive relief against manufacture, use, and/or sales of any such goods, articles, and/or promotional materials. "Premium" shall mean any article used for the purpose of: increasing the sale of another item; promoting or publicizing any product or service; fundraising or as giveaways; to motivate a sales force, merchant, consumer, or any other person to perform a specific act.

2. **Royalty & Guarantee.**
   (a) Licensee agrees to pay Ten Thousand United States Dollars ($10,000 USD), net of all fees and taxes, as a nonrefundable advance recoupable against royalties earned through the Term and payable immediately upon execution of this Agreement.
   (b) Licensee shall recover, within the Term, the advance royalty payment by offsetting royalties earned against said advance until the advance is recouped and shall thereafter make the royalty payments to Licensor as set forth herein.
   (c) Licensee agrees to pay royalties in the amount of eight percent (8%) of Licensee’s "Actual Retail Price" (as defined hereafter) for the Goods covered by this Agreement in United States Dollars computed upon the total number of units each Good shipped or otherwise distributed by Licensee or any of its affiliated, associated (including reps and/or distributors) or subsidiary companies ("Related Companies"), without deductions for bad debt, cost of shipping, cost of packaging, advertising or promotional expenses, or other costs. A deduction of not more than five percent (5%) may be taken for actual certified returns. The term "Actual Retail Price" as used herein shall mean the actual invoiced price charged by Licensee, or by any of its Related Companies, directly to customers for sale of the Goods described in Paragraph 1 hereof. Royalties at the stated rate shall be due and payable on all units of Goods shipped or otherwise distributed by Licensee to its Related Companies or to a third party or to Licensee from its Related Companies and irrespective of the actual price charged for such distributed Goods.
3. **Payment & Reporting.** Not later than the thirtieth (30th) day after the close of every calendar quarter during the Term, and thereafter so long as any sales are made by the Licensee pursuant to this Agreement, Licensee shall furnish to Licensor a full and complete statement showing the number of Goods which have been sold by Licensee and the selling price thereof during the preceding month. An item will be considered to be sold when it is ordered and then invoiced or shipped, whichever is sooner, Licensee shall pay to the Licensor, % CMG Worldwide, Inc., via wire transfer to a bank account specified by Licensor, such royalties as the statement indicates are due to Licensor. All late payments shall be subject to a one percent (1%) per month late charge on all such outstanding amounts (i.e. a 12% annual rate).

4. **Quality.** Licensor is familiar with Licensee’s business, management, and abilities, and believes Licensee to be fully capable of properly and competently designing, manufacturing, and distributing the Goods in accordance with and subject to the strict quality standards and levels demanded by Licensor in connection with the use of the Property. Licensor agrees that it will not at any time do or cause to be done any act or thing impairing or tending to impair any of Licensor’s rights in or to the Property. Licensee acknowledges that if the Goods manufactured and sold by it are of inferior quality in material and workmanship, the substantial goodwill which the Licensor has built up and now possesses in the Property will be impaired. Accordingly, Licensee warrants that the Goods will be of high standard and of such appearance and quality as shall be reasonably adequate and suited to their exploitation and best advantage. Licensee shall submit to Licensor finished samples of all Goods to be manufactured, together with its cartons and containers, including packaging and wrapping material, which shall be approved in writing by the Licensor before the Goods are advertised, distributed, or sold. After samples of the Goods have been approved pursuant to this paragraph, Licensee shall not depart therefrom without written consent from Licensor. In the event there is a departure from the approved sample of the Goods made or distributed by Licensee, or in the event there is an occurrence connected with the Goods which reflect unfavorably upon Licensor, the Licensor shall have the right, in the reasonable exercise of its sole discretion, to withdraw its approval of such Goods, at which time this Agreement shall automatically terminate with respect to such Goods. Thereupon, Licensee shall cease the use of the Property in the sale, advertising, distribution, or use of such Goods immediately upon notice from Licensor, and within ten (10) days thereafter, shall pay all amounts due to Licensor hereunder. If there are other Goods under this Agreement not covered or affected by the foregoing two sentences of this paragraph, this Agreement shall remain in full force and effect as to those other Goods.

5. **Advertising.** All advertisements and promotional material which Licensee intends to use to promote Goods shall be submitted to Licensor for its written approval prior to publication. Licensor shall have fourteen (14) days from the date of receipt of said material in which to approve or disapprove it, such approval not to be unreasonably withheld.

6. **Samples.** Licensee shall supply Licensor with ten (10) samples of each of the completed Goods, promptly after completion. Licensor shall have the right to purchase additional samples at the actual cost of the Goods.

7. **Books & Records.**
   
   (a) Licensee shall keep full, complete, and accurate books of account and records covering all transactions relating to the subject matter of this Agreement. Licensor, through its authorized representative, shall have the right to examine such books of account and records and other documents and material in Licensee’s possession or under its control insofar as they relate to the manufacture and sale of Goods. Licensee shall have free and full access thereto at any reasonable hour of the day during which the Licensee’s offices are open and in any reasonable manner. In the event an examination of Licensee’s books and/or records reveals a deficiency in royalties paid to Licensor of more than Three Hundred United States Dollars ($300 USD), Licensee shall pay all expenses related to the performance of the examination and shall immediately pay the deficient amount to Licensor.

   (b) Licensee shall ensure that all invoices for the sale of the Goods will include the quantity and description of each of the Goods itemized by version, style, and with the name of Property within the invoice item description.

   (c) For audit purposes, Licensee must provide the auditor the detail of each period’s reported net sales and returns, to the invoice/credit memo level, in Excel format. Each sale or return must detail the license number, invoice/credit memo number, date, customer name, ship to address, product number and description, gross sale and discounts, FOB point of shipment, units sold/returned, and royalty rate.

8. **Goodwill.** Licensee acknowledges Licensor’s exclusive rights in the Property and further acknowledges the value of the goodwill associated with the Property, that the Property and all ultimate rights therein belong exclusively to the City, and that the Property is famous and has developed secondary meaning and connotes an image of prestige, quality, and exclusivity in the minds of the public. Licensee agrees that the Property is, and shall remain, the property of Licensor and that Licensee obtains no right, title, or interest in or to the Property except for the limited rights to use the Property as set forth in this Agreement. Licensee acknowledges and agrees that any goodwill generated by Licensee’s use of the Property shall inure exclusively to the benefit of Licensor. Licensee shall not manufacture, market, or sell any confusingly similar unlicensed products that are intended to, or that consumers would reasonably believe to, trade off the goodwill of the Property licensed hereunder. Licensee shall not, during the Term of the Agreement, or at any time thereafter, dispute or contest, directly or indirectly, Licensor’s ownership of the Property, Licensor’s exclusive right (subject to valid licenses granted by Licensor) to use the Property, the validity of any trademark registrations pertaining to the Property, or the Licensor’s ownership thereof, nor shall the Licensee assist or aid others in doing so. At Licensor’s request, Licensee shall cooperate with Licensor in preventing or stopping any
9. **Credit Line.**
   (a) Licensor may apply to register trademarks and/or copyrights for any design incorporating the Property on the Goods and/or the Property as may be reasonably necessary, in Licensor's sole discretion, to protect Licensor's interests. All applications for registration of claims to copyright, where applicable, shall identify the Licensor as the copyright proprietor, and all applications to register trademarks shall identify the Licensor as the trademark owner.
   (a) If Licensor requires any specimens of the Goods, or any photographic reproductions of the same, for use in filing copyright or trademark applications, Licensee shall provide the Licensor with the same at Licensee’s expense.
   (b) At Licensor’s request, Licensee shall execute assignments in favor of Licensor of any and all copyrights, trademarks, or other intellectual property rights of whatever kind relating to the Goods and/or the Property without further consideration and Licensee will, upon the request of Licensor, assign to the Licensor any rights, if any, which Licensee may have acquired through its use of the Property.
   (c) Licensee warrants that it will provide a legally sufficient credit line on the Goods and packaging, wrapping, advertising, and promotional material bearing any reproductions of the Goods or the Property, in the following format:
      
      The Beverly Hills Shield™ is a trademark of the City of Beverly Hills,
      www.BeverlyHills.org
   (d) Licensee warrants that it will provide a legally sufficient trademark notice by prominently displaying the sign™ against every occurrence of Property on the Goods and against every occurrence of the Property on packaging, wrapping, advertising, and promotional material for the Goods.
   (e) Licensee warrants that it will take such precautions as are necessary to insure that any promotional materials for the Goods which utilize the Property made by its customers bear the Licensor’s trademark notice as provided in Paragraph 9(c) and Paragraph 9(d).

10. **Right of Termination.** Without prejudice to any other rights, Licensor shall have the right to terminate this Agreement, or a portion thereof, upon written notice to Licensee, at any time that the following may occur:
   (a) If full and regular production and aggressive marketing has not commenced within three (3) months from the date of this Agreement. Any individual categories of Goods granted in Paragraph 1(a) not in distribution within five (5) months are subject to revocation of production rights. If the Goods are out of production for more than three (3) consecutive months, Licensor may terminate the production rights for the particular category of Goods, that particular Good in a particular territory, or terminate the entire Agreement at Licensor’s sole discretion.
   (b) If Licensee shall fail to make any payment due hereunder or to deliver any of the statements herein referred to, and if such default shall continue for a period of five (5) days after written notice of such default is sent by Licensor to Licensee.
   (c) If Licensee is involved in any act of bankruptcy or insolvency, then Licensor shall have the right to terminate this Agreement. Notwithstanding the foregoing, Licensor shall, at any time during the Term of this Agreement, have the option of demanding an assurance from Licensee of Licensee’s ongoing ability to perform the provisions of this Agreement. Unless reasonable and adequate assurance is received by Licensor from Licensee concerning Licensee’s ability to perform, Licensor shall have the right to terminate this Agreement.

11. **Sales after Expiration.** Upon expiration or termination, for whatever reason, of this Agreement, Licensee shall not be permitted to sell or ship its remaining inventory of Goods following the termination date of this Agreement without the express written consent from Licensor. Upon expiration or termination, Licensee shall provide Licensor with a complete accounting statement of all remaining inventory of Goods. Licensee shall not, without prior written consent of the Licensor, sell or ship any such remaining Goods as distress merchandise, or to unaffiliated third parties for eventual resale, or otherwise than in the ordinary course of business. Licensee shall not stockpile inventory prior to expiration or termination of this Agreement for purposes of sale or shipment thereafter. For purposes of this Agreement, a distress sale shall be defined as one in which the merchandise is sold for less than fifty percent (50%) of the normal wholesale selling price. Licensor shall have the right to buy the remaining inventory of Goods upon expiration or termination of this Agreement.

12. **Rights Reserved by Licensor.** Any and all rights in and to said Property which are not expressly granted to the Licensee are hereby reserved by the Licensor. Any one or more of such reserved rights may be exercised or enjoyed by the Licensor, directly or indirectly, at any and all times.

13. **Licensor’s Claim.** Whatever claim Licensor may have against Licensee hereunder for royalties and/or for damages shall become a first lien upon all of said Goods manufactured or produced pursuant to the terms of this Agreement in the possession or under the control of Licensee or its agents upon the expiration or termination of this Agreement.

14. **Remedies.** All specific remedies provided for in this Agreement shall be cumulative and shall not be exclusive of one another or of any other remedies available in law or equity. Failure of Licensor to insist upon strict performance of any of the covenants or terms hereof to be performed by Licensee shall not be construed to be a waiver of any such other covenants or
15. **Licensee’s Indemnification & Product Liability Insurance.** Licensee hereby agrees to be solely responsible for, to defend and indemnify Licensor and its respective officers, agents and employees, and to hold each of them harmless from any claims, demands, causes of action or damages, including reasonable attorney’s fees arising out of the distribution or use of the Goods. Licensee will obtain and maintain product liability insurance at least in the amount of One Million United States Dollars ($1,000,000 USD) with a deductible of not more than Ten Thousand United States Dollars ($10,000 USD), a certificate of which shall be furnished to Licensor, providing adequate protection for Licensor and its respective officers, agents, and employees against any claims, demands, arising out of any alleged defects in Goods or any use thereof. Such insurance policy shall provide that it may not be cancelled without at least ten (10) days written notice to Licensor.

16. **Licensor’s Warranty.** Licensor represents and warrants to Licensee that it has the power to enter into this Agreement. Should any third party assert a claim, demand, or cause of action against Licensee contesting Licensor’s ownership of the Property in relation to Licensee’s use of the Property under this Agreement, Licensor shall have the option to undertake and conduct the defense of any such claim, demand, or cause of action. Licensee may, but shall not be obligated, to join in such defense and be represented by its own counsel. If Licensee elects to be represented by its own counsel, Licensee will pay its own attorney’s fees. Licensee agrees that while it may counsel Licensor concerning the disposition of any such action, Licensor shall have the sole and final decision concerning the disposition of any action which involves the Property and has the right to order the Licensee to dispose of inventory and all works in progress as it sees fit. Licensor shall also have the right, in its discretion, to institute and prosecute lawsuits against third persons for infringement of the rights licensed in this Agreement. Any lawsuit shall be prosecuted solely at the cost and expense of the Licensor and all sums recovered in any such lawsuits, whether by judgment, settlement, or otherwise, shall be retained solely and exclusively by Licensor. Upon request of Licensor, Licensee shall execute all papers, testify on all matters, and otherwise cooperate in every way necessary and desirable for the prosecution of any such lawsuit. Licensor shall reimburse Licensee for all reasonable expenses incurred as a result of such cooperation.

17. **No Partnership or Joint Venture.** This Agreement does not constitute and shall not be construed as constituting a partnership, agency, or joint venture between Licensor and Licensee. Licensee shall have no right to obligate or bind Licensor in any manner whatsoever and nothing herein contained shall give or is intended to give any right of any kind to any third party.

18. **No Assignment.** The license hereby granted is and shall be personal to the Licensee, and shall not be assignable by any action of the Licensee or by operation of the law, and any attempt at such assignment shall be null and void. This Agreement shall inure to the benefit of and shall be binding upon Licensor’s successors and assigns.

19. **Notice.** Whenever notice is required to be given under this Agreement, it shall be deemed to be good and sufficient notice if in writing, signed by an officer or an authorized agent of the Party serving such notice and sent by telegram, telefax, or mailed by registered or certified mail, to the other Party at the address stated above unless notification of a change of address is given in writing.

20. **Entire Agreement.** This Agreement contains the entire understanding of the Parties. There are no representations, warranties, promises, covenants, or understandings other than those herein contained.

21. **Disclaimer.** This Agreement in no manner absolves Licensee of its responsibility, if any, to procure legally sufficient permission from the copyright owner(s) of any photographs, illustrations, and/or artwork, or any other third party intellectual property rights utilized in conjunction with the manufacture and distribution of the Goods. Licensee agrees to indemnify and hold harmless Licensor and its agent(s) from any and all claims made by third parties with respect to intellectual property utilized in conjunction with the Goods.

22. **Construction & Jurisdiction.**
   (a) This Agreement shall be construed in accordance with the laws of the State of California.
   (b) Nothing in this Agreement is intended to be contrary to the laws of any country or political subdivision thereof. In the event that any of the paragraphs or particular terms or conditions set forth within any paragraphs are held to be unenforceable by a court of record with competent jurisdiction, such paragraph or particular term of condition therein shall be deemed to be stricken from this Agreement within the jurisdiction of such court, and the Agreement shall otherwise remain in full force and effect in such jurisdiction and in its entirety in other jurisdictions.
   (c) Notwithstanding any present or future legal decisions in any jurisdiction, regarding the necessity of Licensee to be licensed hereunder, Licensee agrees to pay royalties as provided herein for as long as it exploits the Property.
   (d) Each Party has cooperated in the drafting and preparation of this Agreement. Hence, this Agreement will be construed neutrally and will not be applied more strictly against one Party than another.

23. **Forum Selection Clause.** Both Parties acknowledge and consent that any controversy or claim arising out of, or relating to, this Agreement or the breach thereof, shall be settled within any court located in the State of California, agreeing that
any such court would have exclusive jurisdiction over any dispute, case, or controversy arising under or in connection with this Agreement, and that any such California court shall be a proper forum in which to adjudicate such dispute, case, or controversy. The prevailing Party in any action above shall be allowed to recoup any and all attorney fees, interest, and costs therein.

24. **Multiple Counterparts & Facsimile Signatures.** This Agreement may be executed in any number of counterparts, including facsimile counterparts, each of which shall be deemed to be an original, but all of which together shall constitute one and the same Agreement. Signatures conveyed by facsimile transmission shall serve to bind the Parties to this Agreement.

IN WITNESS WHEREOF, the Parties hereto have signed by their duly authorized officers as of the day and year first above written.

**Licensor**

George Chavez  
CEO  
The City of Beverly Hills

**Licensee**

Mike Amiri  
Mike Amiri on behalf of Amiri
## Certificate Of Completion

**Envelope Id:** 128AE55ADE5741BE86F3117EDD5FC665  
**Status:** Completed

**Subject:** Please DocuSign: Amir License - BH '20.pdf

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- **Document Pages:** 5  
- **Certificate Pages:** 2  
- **AutoNav:** Enabled  
- **Envelope Stamping:** Enabled  
- **Time Zone:** (UTC-08:00) Pacific Time (US & Canada)

**Envelope Originator:**
- **Cindy Owens**  
- **455 N. Rexford Drive**  
- **Beverly Hills, CA 90210**  
- **cowens@beverlyhills.org**  
- **IP Address:** 198.245.188.139

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## Record Tracking

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| Policy & Management Analyst | | |
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Item 3
INTRODUCTION
The City periodically receives inquiries about the use of the Beverly Hills Shield. Greg Norman Estates has reached out to the City regarding a branded Beverly Hills Wine Collection that would use the City Shield on the wine labels.

DISCUSSION
Staff receives inquiries from individuals and businesses looking to use the Beverly Hills shield on products and merchandise. As requests are received, they are referred to the City’s branding and licensing consultant, CMG Worldwide. The City has contracted with CMG Worldwide since 2013.

Founded in 1996, Greg Norman Estates is an internationally recognized collection of 8 varietals sourced from vineyards located in Australia, California, and New Zealand. The wine collection has won numerous accolades. Today, Greg Norman Estates is distributed throughout North America, Japan and China with Taiwan, South Korea, Hong Kong and Vietnam slated to come online in 2022.

Greg Norman Estates is proposing the creation of the Beverly Hills Wine Company (BHW) that will include a branded wine collection that will be distributed in the United States and globally. The BHW will locally showcase and sell its wines within the City of Beverly Hills through a partnership affiliation with The Crescent Hotel located at 403 North Crescent Drive.

There is also an interest to leverage the partnership for sale of the wines at upcoming professional sporting events including the U.S. Open Championship, Super Bowl LVI, 2028 Olympic and Paralympic Games, College Football Playoff, Major League Baseball All-Star Game, and more that will be held in the Greater Los Angeles market over the next 8 years.

The Beverly Hills Shield standards for use include a statement that “under no circumstances will licensing of the shield be considered for any uses associated with
pornography, drugs, tobacco or explicit violence.” Alcohol branding or co-branding is not specifically mentioned in the standards for use. As there is not a known prior example of the Beverly Hills Shield used in a license agreement with an alcohol brand, the Liaisons are requested to provide feedback regarding interest in this use of the City Shield prior to deal points being negotiated. If the use is of interest to the Liaisons, CMG Worldwide will work with Greg Norman Estates to discuss draft license agreement terms and return to the Liaisons for review at a later date.

Attachment 1 to this Liaison Report provides additional information about Greg Norman Estates and the proposal.

---

**Decision Points:**
- Is a license agreement with an alcohol brand (wine collection) an appropriate use of the City Shield?
- Does CMG Worldwide have direction to begin the negotiation process for draft terms of the agreement to return back to the Liaisons at a future date for review?

**FISCAL IMPACT**

There is no direct fiscal impact of providing direction to begin the negotiation process for draft terms of an agreement; however, if the agreement is later approved by the City Council it will result in additional royalties paid to the City of Beverly Hills.

**RECOMMENDATION**

It is recommended that the City Council Branding and Licensing Liaison Committee provide direction regarding use of the Beverly Hills Shield with an alcohol brand (Greg Norman Estates Wine Collection) and whether or not CMG Worldwide has direction to negotiate draft terms of agreement.
Attachment 1
Why Now?

August 11, 2021
July 26, 2021

Laura Biery
Marketing & Economic Sustainability Manager
City of Beverly Hills
455 N. Rexford Drive
Beverly Hills, California 90210

Dear Laura:

As a follow up to our discussion in the Spring, we have been diligently involved in a 3-month design charrette with our graphic design, marketing and wine making teams to envision how to capture the essence of Beverly Hills and deploy it into a portfolio of wine varietals for the world to consume. Embedded in this e-mail is a link which hosts all of the iterations of label and bottle design that we have thus far created.

The Beverly Hills Wine Company (“BHW”) will be a refined wine producer that is distinguished by its association with the City of Beverly Hills (“BH”) and the famous Beverly Hills shield (the “BH Shield”).

Beverly Hills, California has a reputation for luxury and glamour that is unparalleled worldwide. Home to movie stars and millionaires, and set amidst tropical flora and perfect California weather, the Beverly Hills lifestyle represents the pinnacle of aspiration.

BHW will be created, produced and marketed through its connection to Greg Norman Estates. While his well-documented wins on the golf course have assured his place in golf history, off the course, Greg Norman’s enthusiasm for wine and zest for living well have combined to create a stunning collection of high-quality, accessible wines from some of his favorite places in the world.

Founded in 1996, Greg Norman Estates (www.gregnormanestates.com) is an internationally recognized collection of 8 varietals sourced from some of the World’s best vineyards located in Australia, California and New Zealand. With fifteen 90+ point scores to its record, Greg Norman Estates has earned countless accolades from Wine Spectator and Wine Enthusiast over the past 26 years. A staple on the “Top 100 Wines in the World” list, the 1999 Reserve Shiraz received the distinction of “No. 8 Wine in the World.” Today, today, Greg Norman Estates is distributed throughout North America, Japan and China with Taiwan, South Korea, Hong Kong and Vietnam slated to come online in 2022 and it
represents one of the longest standing and most financially successful businesses within our portfolio.

Of all the possible consumer products that might leverage a license partnership with the City of Beverly Hills and the Beverly Hills shield and the Beverly Hills brand attributes, wine is perhaps the best fit. BHW will represent the City of Beverly Hills with a high-quality, luxury wine that is commensurate with the Beverly Hills brand. By combining a branded fine wine with mature distribution channels and a partner with almost three decades of experience sourcing, making and selling wine in the United States and abroad, BHW will penetrate previously untapped opportunities to enhance and financially benefit from the connection Beverly Hills has with consumers around the globe.

Wine is a highly regulated industry. BHW will be distributed in the United States and globally through a plethora of existing distribution relationships and channels made available to it by Greg Norman Estates. By leveraging Greg Norman Estates existing distribution contracts in the U.S. and abroad, we envision BHW will have both a robust “On Premise” and “Off Premise” presence – retail, hotels, restaurants, wine shops and ideally a direct-to-consumer wine mailing list. As a City that thrives on tourism, BHW believes the ability to purchase elegantly branded Beverly Hills wine will enhance the City’s “share of mind” with consumers and tourists.

In addition to customary distribution channels where wine is sold throughout the United States, BHW will locally showcase and sell its wines within the City of Beverly Hills through a partnership affiliation with The Crescent Hotel located at 403 North Crescent Drive in Beverly Hills.

As the Greg Norman Company has for the past 26 years with its Greg Norman Estates wines, BHW will work tirelessly to invest in and promote its portfolio of Beverly Hills wines which will be reflected in a commensurate annual programmatic marketing budget that targets consumers and trade (wine industry i.e. distributors) via content development, social digital channels and POS. The financial commitment in the wine business requires a 2-year advance investment in vintages and varietals which we are prepared to commit to today.

BHW is enthusiastic about a prospective partnership with the City of Beverly Hills, specifically the near-term opportunity to partner with the City to leverage the sale of these wines at professional global sporting events such as the U.S. Open Championship, Super Bowl LVI, 2028 Olympic & Paralympic Games, College Football Playoff, Major League Baseball All-Star Game, that will all be held in Los Angeles over the next 8 years. These events pose an enormous opportunity for BHW and the City of Beverly Hills to create a brand awareness multiplier, magnifying its recognition with consumers to a domestic and international audience.
Our vision is to develop a luxury wine portfolio that conveys the quality, values, brand proposition and the history of the City of Beverly Hills while enhancing its share of mind in the U.S. and internationally. Coupled with the City’s existing brand reputation and positioning, we believe there is an enormous near-term opportunity to invest in and capture an untapped well of consumers for the City. We are eager to evolve these discussion from concept to actionable next steps and as such, we look forward to our next correspondence.

Sincerely,

[Signature]

Chris Dillavou  
Chief Operating Officer  
Greg Norman Company

Cc: Gregory Peck  
    Susan Cronin  
    Murray Fischer esq.
A Wine Tasting Room Located in the Heart of Beverly Hills
Who We Are

August 11, 2021
Greg Norman Estates is a collection of fine wines sourced from stunning wine regions in California, New Zealand, and Greg’s homeland of Australia. The selected growing regions are appreciated for the incredible wines they produce and the personal influence they have had on the Norman family.

**FOUNDED:** 1996  
**REGIONS:** Central Coast and Napa Valley, CA; Limestone Coast, AU; Marlborough, NZ  
**CLIMATES:** Varied with marked diurnal temperature variation. Mediterranean climate or cool maritime influences that have long, dry, sunny growing seasons in common.  
**KEY VARIETIES:** Sauvignon Blanc, Chardonnay, Pinot Noir, Merlot, Cabernet Sauvignon, Shiraz

- Greg Norman, known as much for his entrepreneurial spirit in the boardroom as his dominance on the golf course, is arguably the most successful athlete-turned-businessman. His unyielding approach to both golf and life earned him the nickname, The Great White Shark.
- 3 Wine Spectator Top-100 Wines in the World!
THE STORY

- Greg Norman transcends golf
- There are 14 companies under the GN Co. umbrella - Greg played his last pro tournament in 2008 and seamlessly transitioned from athlete to entrepreneur
- Rare celebrity trifecta: pro athlete, successful entrepreneur, philanthropist
- During Greg’s 40-year career as a pro golfer he scored 90 tournament wins including 2 British Open Championships; ranked #1 in the world for 331 weeks in the 1980s-90s...now he prefers designing golf courses vs. playing on them (Greg has designed more than 100 courses in 34 countries)
- He earned his nickname in 1981 based on a front page article with the headline, “Great White Shark Leads The Masters”
- Greg’s annual QBE Shootout has raised more than $13 million for childhood cancer research and treatment
- Clear drive for getting the most out of every single day and a relentless pursuit of excellence
- Greg Norman Estates, a sentimental favorite, it is the only GN company run by both Greg and his daughter Morgan
THE STORY continued

- Greg Norman Estates, founded in 1996 is a collection of fine wines sourced from stunning wine regions in California, New Zealand, and Greg’s homeland of Australia.
- The selected growing regions are appreciated for the incredible wines they produce and the personal influence they have had on the Normans over Greg’s many years professionally touring the world.
- A strong believer in the role of wine as part of an active, easygoing lifestyle, Greg’s aim is to produce approachable yet bold wines to be enjoyed by family, fans and wine enthusiasts alike.
- Greg’s top priority when it comes to sourcing fruit from some of the world’s finest wine regions is to work with growers who are good land stewards.
- Fruit is sourced from premium vineyards that have distinctive slower ripening periods as well as favorable elevations, aspects and soil profiles – loam over limestone tends to be a favorite.
- Only a soft winemaking touch is needed whether it’s managing the ferments, oak, or fining and filtering to achieve well-balanced, fruit forward wines with impressive structure, weight and length.

USA, AUSTRALIA & NEW ZEALAND
THE PEOPLE

FAMILY IS EVERYTHING. ESPECIALLY IN BUSINESS.

Just as the family binds us all together at home, family is the heart and soul of Greg Norman Estates.

Family will be our center of gravity, steadying us as we move forward into a future as bright as the Australian sun.

USA, AUSTRALIA & NEW ZEALAND
Greg Norman has won more than 90 professional golf tournaments worldwide, including two Open Championships, and he holds the distinction of defending his No. 1 position in the world golf rankings for 331 weeks, the second-longest reign in history. As one of the most prolific players in the game, his career culminated in 2001 when he was inducted into the World Golf Hall of Fame with a higher percentage of votes than any other inductee.

Whether on the course or off, he instinctively sees opportunities others miss. Greg now transcends the game of golf, with over a dozen companies around the world bearing his name. In 2016, Greg Norman partnered with powerhouse brand, entertainment and marketing company, Authentic Brands Group, to promote and further establish him as a world-class entrepreneur.
MORGAN-LEIGH NORMAN
Proprietor & Brand Ambassador

After an impressive foray into the culinary world, Morgan-Leigh joined Greg Norman Estates as part of the marketing team. Since then, she has played an instrumental role in repositioning the brand as well as representing her family’s business with both trade and consumers.
THE WINES

BRAND ARCHITECTURE

GREG NORMAN ESTATES
UNITED STATES

GREG NORMAN ESTATES
AUSTRALIA

GREG NORMAN ESTATES
NEW ZEALAND

USA, AUSTRALIA & NEW ZEALAND

Paso Robles Cabernet Sauvignon
Santa Barbara Pinot Noir
Russian River Chardonnay
Napa Valley Reserve Cabernet
Limestone Coast Cabernet Sauvignon
Limestone Coast Shiraz
Limestone Coast Shiraz-Cabernet
Marlborough Sauvignon Blanc
NEW DECADE, NEW LOOK

Packaging Objectives

• Less recessive

• More premium/upscale, less grocery store – more restaurant!

• Add/strengthen wine cues – back label romance copy

• Screwcap closure across the range

Timeline

• In market late Q2 2020
NEW WINEMAKING

NZ - Haysley MacDonald (founder & viticulturalist) and Sam Bennett (winemaker), te Pā (Marlborough)

- **te Pā** launched in 2011 with a powerful story, 1,200+ acres of bountiful vineyards, and a rich family heritage

- **Wairau Bar**
  NZ’s earliest known settlement (1350 AD)
  Vineyards planted in 2003 by Haysley

- Haysley’s family living & farming in Wairau Bar area for 800+ years

AU – Kate Goodman, Penley Estate (Coonawarra, SA)

- Regarded as one of Australia’s best contemporary wine-makers. Wirra Wirra, Knappstein, Seppelt and founded Punt Road in Yarra Valley.

- Phoenix Cab – Wine Spectator **Top 100 Wines** (v. 2015 & ’16)

- Woman Winemaker of the Year 2019!

USA, AUSTRALIA & NEW ZEALAND
AU – Ben Riggs, Shoofly (*McLaren Vale, SA*)

- **Mr Riggs Wine Co.** est. 2001
  Flying winemaker + decades of vintages at McLaren Vale’s Wirra Wirra and Mr. Riggs under his belt

- **Specializes in Shiraz from South Australia**

- Extensive, long-standing relationships for fruit sourcing; controlling partner in McLaren Vale Vintners

US – Bill Nancarrow, Stickybeak (*Napa Valley, CA*)

- OBC’s contract winemaker & Goosecross Cellars winemaker

- 30 years of winemaking in NZ (native), S. Africa, Europe and Napa Valley

- Excellent Napa Valley pedigree – 11 years as Executive Winemaker at Duckhorn Wine Co.
Central Coast
Santa Barbara Pinot Noir
Paso Robles Cabernet Sauvignon

Napa Valley
Reserve Cabernet Sauvignon – 91 pts WS
NEW ITEM – Cabernet Sauvignon (Q3 2020)

Russian River Valley
Chardonnay
2018 RUSSIAN RIVER CHARDONNAY

Winemaker: Bill Nancarrow

Maturation: 10 months in seasoned French oak and stainless steel

Alcohol: 13.5% alc/vol

Tasting Note: Intense aromas of ripe citrus and stone fruits are complemented by soft vanilla and cashew notes. The voluptuous palate reveals layers of sweet yellow fruit, crisp Gravenstein apple and meringue flavors that are balanced by a refreshing line of acidity through the long-lasting finish.

FOB $84/12pk
SRP $15.99
2017 SANTA BARBARA PINOT NOIR

Winemaker: Bill Nancarrow

Maturation: 12 months in seasoned French oak and stainless steel

Alcohol: 13.9% alc/vol

Tasting Note: Vivid aromas of fresh strawberry and ripe red cherry supported by sweet clove and forest floor notes. The palate is juicy with bright flavors that mirror the nose. The well balanced, lively acidity that is a hallmark of Pinot Noirs from Santa Barbara makes it an exceptionally food-friendly wine.

FOB $96/12pk
SRP $16.99

USA: California
**Winemaker:** Bill Nancarrow

**Maturation:** 18 months in seasoned French oak

**Alcohol:** 13.9% alc/vol

**Tasting Note:** Inviting aromas of fresh blackberries and plums with all-spice notes. The palate is rich and generous with layers of ripe juicy dark fruit flavors complemented by vanilla, tobacco leaf and cinnamon spice. Smooth tannins and a refreshing line of acidity bring structure to this well-balanced Cabernet Sauvignon.

**FOB** $96/12pk  
**SRP** $16.99
Winemaker: Margo Van Staaveren

Maturation: 19 months in 100% new French oak

Alcohol: 15.0% alc/vol

Tasting Note: Layers of brambly berry, rhubarb and boysenberry fruit aromas are complemented by cardamom spice and earthy, lavender notes. The complex nose, evolving with time in the glass, leads to an inviting, opulently textured mouthfeel with plush flavors of perfectly ripened berries, currants and a pronounced chocolaty richness. This is a well-structured wine, defined by grace and balance.

Critical Acclaim: 91 pts – Wine Spectator

FOB $180/6pk
SRP $59.99

USA: California
AU & NZ WINES

AU - Limestone Coast
Cabernet Sauvignon
Shiraz Cabernet
Shiraz

NZ - Marlborough
Sauvignon Blanc
Winemaker: Kate Goodman

Maturation: 18 months in new and seasoned French oak

Alcohol: 14.5% alc/vol

Tasting Note: The nose opens with vibrant red fruit and layers of spice, black currant and leather characters. The palate is generous and structured. Its fruit-forward nature is underpinned by notes of spice, well integrated toasted oak, and silky tannins through the long finish.

Critical Acclaim: 90 pts Wine Enthusiast

FOB $96/12pk
SRP $16.99
Winemaker: Ben Riggs

Maturation: 18 months in seasoned French oak and stainless steel

Alcohol: 14.5% alc/vol

Tasting Note: This is a classic red blend of two varieties that always complement each other and produce exceptional wines from the Limestone Coast region. Lifted aromas of dark cherry, plum and blackcurrant are supported by spice and cedar notes. The medium-bodied palate is generous with a rich array of red and dark-berry fruit on a well-structured frame.

FOB $96/12pk
SRP $16.99

AUSTRALIA: Limestone Coast
2018 LIMESTONE COAST
SHIRAZ

Winemaker: Ben Riggs

Maturation: 16 months in seasoned French oak and stainless steel

Alcohol: 14.5% alc/vol

Tasting Note: Bright aromas of ripe black and blue fruits are accompanied by holiday spice notes on the nose. The medium to full-bodied palate shows layers of cola, black cherry, mixed berry jam and cloves. The wine is juicy and plush with a firm structure and balanced acidity.

Critical Acclaim: 90 pts/Smart Buy - Wine Spectator

FOB $96/12pk
SRP $16.99
Winemaker: Sam Bennett

Maturation: Stainless steel

Alcohol: 13.0% alc/vol

Tasting Note: Loaded with tropical aromas of passionfruit and guava as well as grapefruit and fresh cut grass. The punchy palate reveals vibrant flavors of lemon-lime citrus, guava, pineapple and pink grapefruit. An incredibly aromatic wine with an inviting, soft texture and zippy acidity.

Critical Acclaim: 89 pts/Top Value - Wine Spectator, 89 pts - Wine Enthusiast

FOB $84/12pk
SRP $14.99

NEW ZEALAND: Marlborough
IF YOU TRULY WANT TO SUCCEED, YOU HAVE TO FULLY COMMIT TO IT. IT IS NOT ENOUGH TO ONLY WANT IT.

- GREG NORMAN
Arguably the most successful athlete-turned-businessman in the world, Greg Norman is known as much for his entrepreneurial spirit in the boardroom as his dominance on the golf course. The internationally recognized “Great White Shark” won more than 90 tournaments worldwide, including two British Open Championships, and holds the distinction of defending his No. 1 position in the world rankings for 331 weeks. As one of the most prolific players in the game’s history, his astounding career culminated in 2001 when he was inducted into the World Golf Hall of Fame.
AND A GAME CHANGER EVERYWHERE ELSE.

No one would describe Greg Norman as a spectator. Whether on the course or off, he instinctively sees opportunities that others miss. He never takes the safe shot. He never settles. Greg now transcends the game of golf, with over a dozen companies around the world bearing his name as part of the Greg Norman Company, which he leads as Chairman & CEO.
1976
GREG TURNS PROFESSIONAL
First victory at the West Lakes Classic Grange Golf Club AUS

1984
FIRST PGA TOUR WIN
Kemper Open at the Congressional Country Club USA

1986
NORMAN SLAM SEASON
11 International wins and 1st British Open Championship

1987
TAKING HIS GAME TO THE DRAFTING TABLE
Greg Norman Golf Course Design established

1991
CREATION OF SHARK LOGO
When creating our logo, we looked no further than Greg’s iconic moniker: “Great White Shark.”

1992
FASHION FORWARD
Greg Norman Collection clothing line established by Reebok®

1993
VENTURING ON HIS OWN
Great White Shark Enterprises founded whilst winning his 2nd British Open Championship

1995
TOP OF THE FOOD CHAIN
#1 Player in the World for 331 weeks and PGA Player of the Year

1996
TOAST TO SUCCESS
Creation of Greg Norman Estates Wine

1997
THE BUSINESS GROWS
Greg Norman Real Estate founded

1999
GLOBAL RECOGNITION
World Golf Hall of Fame Inductee

2001
ACCELERATED GROWTH STRATEGY
Greg Norman and Authentic Brands Group announce joint venture to expand licensing, endorsement, and partnership opportunities

2013
PARADIGM SHIFT
Repositioning brand and strengthening B2B focus

2015
KEY MILESTONE
Greg Norman Golf Course Design opens 100th golf course

2016
A BRAND EVOLUTION
Great White Shark Enterprises rebrands as Greg Norman Company and refreshes the renowned shark logo
GREG NORMAN IS A TRUE LIFESTYLE BRAND EXPANDING BEYOND THE GAME OF GOLF

“Right now you can live on a property that Norman was the developer of, leave your front door to play golf on a course he designed, get in a golf cart associated with him, with a GPS system he also is involved with, use clubs that he once owned a stake in, to hit a ball with his logo on it, wearing clothes that bear his name, have a lovely glass of his brand of red before the 10th, shield your eyes with his sunglasses, head up to the 19th hole to enjoy a Greg Norman steak, have a shower to change from your Greg Norman Collection clothes to your Greg Norman corporate collection outfit, while checking the time on your Norman-partner Omega watch to make sure that you won’t miss a flight from his first sponsor, Qantas, which is taking you to a Greg Norman-promoted Sandals resort. And if at any time you need a pill, his partner Dow Chemicals, will be able to provide them.

He can feed you, clothe you, fly you, and cure you. That is more God than golfer.”

Perform, look and live like a champion.

GREG NORMAN COLLECTION

Built upon a unique combination of performance, luxury and style, Greg Norman Collection is a leading worldwide marketer of golf-inspired sportswear for men and women. Established in 1992, Greg Norman Collection is inspired by one of the world's leading golf professionals, the man they call “The Shark.” Reflecting his adventurous spirit and confident, independent style, the Collection captures Greg Norman’s powerful elegance, enthusiasm and passion for an individual design sense.
From fairways to vineyards.

GREG NORMAN

ESTATES

Founded in 1996, Greg Norman Estates is an internationally recognized collection of 11 varietals from Australia, California and New Zealand. With fourteen 90+ point scores to its record, Greg Norman Estates has earned countless accolades from Wine Spectator and Wine Enthusiast and rivals top brands. A staple on the “Top 100 Wines in the World” list, the 1999 Reserve Shiraz received the distinction of “No. 8 Wine in the World.”

• Three Wine Spectator “Top-100 Wines in the World”
• 1998 Reserve Shiraz receiving the “No. 8 Wine in the World”
• Thirteen 90+ points from Wine Spectator
Set your sights on greatness.

GREG NORMAN EYEWEAR

On the golf course, out sailing, or enjoying drinks in the clubhouse, Greg Norman Eyewear allows you to look your best and keep your eyes on the game. Where sophistication meets function, Greg Norman Eyewear combines bold and dynamic designs with innovative manufacturing processes to deliver high quality prescription, polarized and lifestyle-inspired eyewear. Using only premium materials for frames and high contrast lenses, Greg Norman Eyewear delivers on the uncompromising quality its customers expect.
From playing rounds to rounding up cattle.

Growing up in Northern Australia, Greg Norman spent summers working on the country’s famed cattle stations where he developed an appreciation for the high-quality Wagyu that Australia is known for. Since 2006, Norman has partnered with a world-leading source for specialty and game meats to deliver his own brand of prime Wagyu beef, Greg Norman Australian Prime.

Greg Norman Australian Prime

A favorite of chefs, restaurateurs and consumers across the country, Greg Norman Signature 350-day, grain-fed Wagyu beef is one of the leading imported Wagyu brands in the US. The cattle are fully ID-trackable, ensuring every customer receives consistent quality and beautifully marbled, incredibly flavorful authentic Australian Wagyu beef every time.
Australian authenticity, on American shores.

GREG NORMAN’S AUSTRALIAN GRILLE

Greg Norman’s Australian Grille is an Australian heritage restaurant on the waterfront at Barefoot Landing in Myrtle Beach, SC. Its innovative menu features exotic Australian fare and a wine list that has received the Wine Spectator Award of Excellence for over a decade. And the ambiance? It transports you.
Different sport. Same sharks.

SHARK WAKE PARK

Founded by Greg Norman Jr. in 2016, Shark Wake Park is committed to building and operating the world’s best cable wake parks and water parks for people of all ages. The cable park curates thrilling wakeboarding experiences for beginners and pros alike. Unlike traditional wakeboarding—which requires a boat to tow adventure-seekers across the water on a wakeboard—Shark Wake Park only requires customers to hold on as moving cables pull them into motion. For the young and young at heart, the Shark Wake Park Aqua Park is a massive inflatable, floating playground featuring monkey bars, climbing towers, slides and more.
SHARK EXPERIENCE

Your game. Your way.

Founded by an unprecedented partnership of industry leaders and brands across golf and technology – Greg Norman, Verizon and Club Car have collaborated to present Shark Experience. Leveraging Verizon’s leading 4G LTE network technology, sports and media assets, the connected golf cars include a high-definition touchscreen display and built-in speakers with Bluetooth connectivity — all exclusive to Club Car golf cars. Golfers will enjoy live PGA TOUR coverage, streaming music, live sports and highlights, and news in addition to Greg Norman golf tips, dynamic yardage information and more. The platform also offers a seamless, cashless experience from course to clubhouse providing each golfer with a “member for a day” experience. Shark Experience launched in January 2018 and continues to roll out on courses across the US.
QBE SHOOTOUT

Founded by Greg Norman in 1989 as the Shark Shootout, it has evolved to become the premier PGA TOUR post-season event. The QBE Shootout brings twenty-four of the world’s best golfers to Tiburón Golf Club at The Ritz-Carlton Golf Resort in Naples, Florida and provides a week of entertainment and competition. Shark Shootout Charities, through its commitment to philanthropy, has raised more than $13 million to date to fund childhood cancer research.
REAL ESTATE
Shape the landscape. Change the game.

Greg Norman Golf Course Design is recognized as the premier signature golf course design firm in the world, featuring over 100 courses opened across 34 countries and six continents, with many having won prestigious design awards. Greg’s experience playing many of the world’s great golf courses over a 25-year career served as a catalyst to develop his interest in golf course design. Because each design bears his name, he personally makes it his mission to get involved with every step of the design process, from walking the virgin site, to planning and construction, to opening day.
Boldness starts on the ground floor.

Greg Norman Developments is an integrated international real estate development firm focused exclusively on bringing the Greg Norman brand to high-end residential and hospitality developments. It pairs its superior design, marketing and envisioning experience with Greg Norman’s distinctive style to drive value and visibility across a broad spectrum of international real estate projects.
Step into luxury.

NORMAN DESIGN GROUP

The interior design arm of Greg Norman Real Estate, Norman Design Group creates exclusive interiors and architecture for Greg Norman branded residential communities. The firm delivers clear and cohesive design concepts that are a natural continuation of Greg’s distinctive style, ensuring that brand concept extends seamlessly from a project’s golf course, to the model villas, to the clubhouse and beyond.
MEDALIST VILLAGE

Greg Norman’s signature residential community in historic Hobe Sound, FL, Medalist Village is a tight knit neighborhood of only 119 residences surrounded by 870 acres of untouched natural Florida preserve. Nestled within the community sits the Medalist Village Club and Spa, home to a Greg Norman-designed par-3 golf course, 2 Har-Tru tennis courts, world-class spa and fitness facilities, and the distinctive Aussie Pub that serves as the social center. But Medalist Village is more than just a club with amenities – it is a way of life, with a driven focus on community, family, friendship and getting closer to the things that truly matter in life.
INVESTMENTS
Where innovation meets instinct.

GREG NORMAN INVESTMENTS

Greg Norman’s family office employs a strategic approach to investments with the objective of capturing outsize returns over market cycles while protecting the invested capital during challenging market conditions. Strategically diversified, our investment thesis is industry agnostic and historically has included mergers & acquisitions, equity investments and private lending activities.
YOU HAVE TO BEGIN WITH THE END IN MIND.

- GREG NORMAN
THANK YOU
Item 4
The City Council Liaison/Branding and Licensing Committee requested the exploration of opportunities for licensing the Beverly Hills Shield at Los Angeles World Airport (LAX). The City of Beverly Hills branding and licensing consultant, CMG Worldwide, will provide a verbal update during the meeting regarding the status of the request to explore opportunities for licensing at LAX.