SUMMARY STATEMENT

ITEM NO.: PATCO-12-013          SUBJECT: E-Commerce Arrangement to Obtain PATCO Logo and Tagline Trademark

COMMITTEE: New Business

COMMITTEE MEETING DATE: N/A

BOARD ACTION DATE: May 16, 2012

PROPOSAL: That the Board authorizes staff to proceed with an E-commerce web account through Zazzle.com to sell merchandise in order to meet the requirements to trademark the PATCO logos.

Amount: $0

PURPOSE: To meet the trademark requirements of selling PATCO logoed merchandise in order to obtain a trademark for the PATCO logo and tagline.

BACKGROUND: DRPA/PATCO registered with the Trademark Office the “PATCO” logo and tagline “Your Life. Your Train” to obtain a trademark for both logo and tagline. The application of registration was filed January 2010 with several extensions to follow. We received notification December 2011 that the final deadline to obtain the trademark will be July 14, 2012. In order to meet the standard for a trademark of our logo and tagline, we must demonstrate that we have sold logoed merchandise - i.e. mugs, hats, t-shirts, etc. We have reached a point where we cannot file any more extensions and now must meet the July 14, 2012 final deadline.

Staff has researched how to achieve this within this limited timeframe and proposes to create an on-line account with Zazzle.com to sell PATCO logoed merchandise. There is no cost to PATCO and the merchandise will be hosted on the Zazzle.com website. Zazzle is a leading website for quality custom products. Zazzle’s proprietary technology enables individuals, professional artists, and major brands, including Disney and Hallmark, to create and offer billions of unique products for customers worldwide. Upon creation, products are instantly and accurately visualized on the site and offered in the Zazzle marketplace. The Zazzle product is made on-demand, typically within 24 hours. The website was launched in 2005 and the company is based in Redwood City, California.
PATCO will do its own marketing of the merchandise and provide a Zazzle link on its website. Zazzle offers many products which can be designed with the PATCO logos. Each item starts with a base price to produce with PATCO making a percentage of the profit (usually about 10%). The company does not gather, sell or give away any demographic data of the customer.

It is recommended that the Board authorize staff to proceed with an E-Commerce account through Zazzle.com to sell PATCO logoed merchandise for obtaining a trademark for the PATCO logo and tagline.

**SUMMARY:**

- **Amount:** N/A
- **Source of Funds:** N/A
- **Capital Project #:** N/A
- **Operating Budget:** N/A
- **Master Plan Status:** N/A
- **Other Fund Sources:** N/A
- **Duration of Contract:** N/A
- **Other Parties Involved:** N/A
RESOLUTION

RESOLVED: That the Board authorizes staff to proceed with an E-Commerce account through Zazzle.com to sell PATCO logoed merchandise for obtaining a trademark for the PATCO logo and tagline.

SUMMARY:
- Amount: N/A
- Source of Funds: N/A
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