

# CITY OF SASKATOON COUNCIL POLICY

NUMBER

C02-039

<b>POLICY TITLE</b> <i>Trademarks Policy</i>	<b>ADOPTED BY:</b> <i>City Council</i>	<b>EFFECTIVE DATE</b> <i>April 16, 2007</i>
<b>ORIGIN/AUTHORITY</b> <i>Clause B2, Legislative Report No. 5-2007</i>	<b>CITY FILE NO.</b> <i>CK. 280-6</i>	<b>PAGE NUMBER</b> <i>1 of 2</i>

1. PURPOSE

To regulate trademarks used by and associated with the City of Saskatoon.

2. DEFINITIONS

2.1 Trademark – A trademark is defined as a distinctive characteristic used by a person, business or other entity to identify its goods and or services and distinguish them from the goods and services of others. Trademarks are typically comprised of a name, word, phrase, logo, symbol, design, image or some combination of the same.

3. POLICY

3.1 Any goods or services or anything with a unique visual identity that is associated with the City of Saskatoon should be trademarked. This would include:

- City Logos;
- Product names developed by the City that might have commercial benefits;
- Unique programs developed by the City that might have commercial benefits;
- Unique City sites, such as River Landing;
- City emblems or crests, including the City, Saskatoon Police Service and Fire and Protective Services;
- Welcome signs;
- Subdivision logos, such as the stylized “W” for Willowgrove

3.2 Registration of a Trademark – Once a trademark is created and used, the owner of the trademark has certain rights associated with it. However, to be better protected the trademark is sometimes registered with the Canadian Intellectual Property Office. All trademarks registered by the City are registered as government marks.

# CITY OF SASKATOON COUNCIL POLICY

NUMBER

C02-039

POLICY TITLE	EFFECTIVE DATE:	PAGE NUMBER
<i>Trademarks</i>	<i>April 16, 2007</i>	<i>2 of 2</i>

- 3.3 The purpose of registering a trademark includes the protection of some good or service and/or the prevention of its use by others. In addition, a trademark may be registered with the goal of distinguishing some good or service provided by one enterprise from other enterprises. A trademark may also be useful where a good or service is not necessarily unique but has some commercial or intrinsic value that is worth protecting. Where the City wishes to be identified by or associated with a certain good or service or prevent its use by another, it should register a trademark.
- 3.4 General Managers should identify those items within their Departments that should be trademarked.
- 3.5 All requests for registration must be sent to the Office of the City Solicitor. The City Solicitor's Office will then prepare and handle the registrations. This will provide for a centralized location for all records relating to the registration of all trademarks as well as for their renewals.
- 3.6 Registration of trademarks under *The Trademark Act* is valid for a period of 15 years from the date of registration. The date of registration is the date on which the Certificate of Registration is issued. A registration can then be renewed for further periods of 15 years.

#### 4. RESPONSIBILITIES

- 4.1 General Managers - responsible for identifying the items within their Departments that should be trademarked and for forwarding requests to the City Solicitor's Office for further handling.
- 4.2 City Solicitor – responsible for preparing and handling requests for registration of trademarks and for processing the necessary renewals.
- 4.3 City Clerk – responsible for storing the applicable records associated with registration of the trademarks and providing notice to the City Solicitor's Office when renewals are required.
- 4.4 City Council – responsible for considering and approving updates to this policy.