

**CLARK COUNTY BOARD OF COMMISSIONERS
AGENDA ITEM**

Petitioner: Shani Coleman, Director of Community & Economic Development

Recommendation:

Approve the submittal of filing federal and state trademark applications for Clark County's Economic Development "BRIGHT BEYOND THE LIGHTS" mark. (For possible action)

FISCAL IMPACT:

| | | | |
|----------------------|-------------------------|-------------------|--------------|
| Fund #: | 1010.000 | Fund Name: | General Fund |
| Fund Center: | 1080721000 | Funded PGM/Grant: | N/A |
| Amount: | Not to exceed \$2100.00 | | |
| Description: | N/A | | |
| Additional Comments: | N/A | | |

BACKGROUND:

Clark County's Office of Community and Economic Development recently completed a branding initiative which produced a new logo and tag line specific to creating a voice that speaks to the local, national and global business community. In an effort to maintain the integrity of the mark and preserve Clark County's exclusive use of the mark, three trademark applications will be submitted as follows:

U.S. Federal Application in Class 35 for “promoting economic development in the state of Nevada, County of Clark; promoting Clark County, Nevada as a destination for leisure and business travelers; business networking;”

U.S. Federal Application in Class 41 for “educational services, namely, providing classes, seminars, and workshops in the field of small businesses and business development; providing educational mentoring services and programs in the field of small business and business development; providing online newsletters in the field of small business and business development;” and

Nevada State Application for services in Class 101 (advertising and business).

Cleared for Agenda

03/15/2022

File ID#

22-0354