

**CLARK COUNTY BOARD OF COMMISSIONERS
AGENDA ITEM**

Petitioner: Lynn Marie Goya, Clark County Clerk

Recommendation:

Approve and authorize the Clark County Clerk to make application to the U.S. Department of Commerce and the State of Nevada, Office of the Secretary of State, to trademark and register “Wedding Capital of the World” symbol and trade name. (For possible action)

FISCAL IMPACT:

Fund #:	2100.947	Fund Name:	Marriage Tourism Fee
Fund Center:	1070606000	Funded PGM/Grant:	N/A
Amount:	\$0.00		
Description:	N/A		
Additional Comments:	No Impact to the General Fund		

BACKGROUND:

Clark County has long been known as “The Wedding Capital of the World.” The phrase has, for many years, been a central marketing tenet used to promote marriage tourism to Clark County.

The County Clerk seeks approval of the Board to trademark “Wedding Capital of the World” to ensure the brand remains attached to Clark County. The proposed trademark is necessary to effectively promote wedding tourism in Clark County. Establishing Clark County as the registered owner of the brand and associated artwork will ensure that the graphics and name are used in accordance with County guidelines in a positive fashion.

The costs and fees for obtaining the trademark will be paid for from funds previously allocated for use by the County Clerk from the County Clerk’s special revenue fund for the promotion of marriage tourism.

Cleared for Agenda

11/02/2021

File ID#

21-1550