

IS THIS ALLOWED?

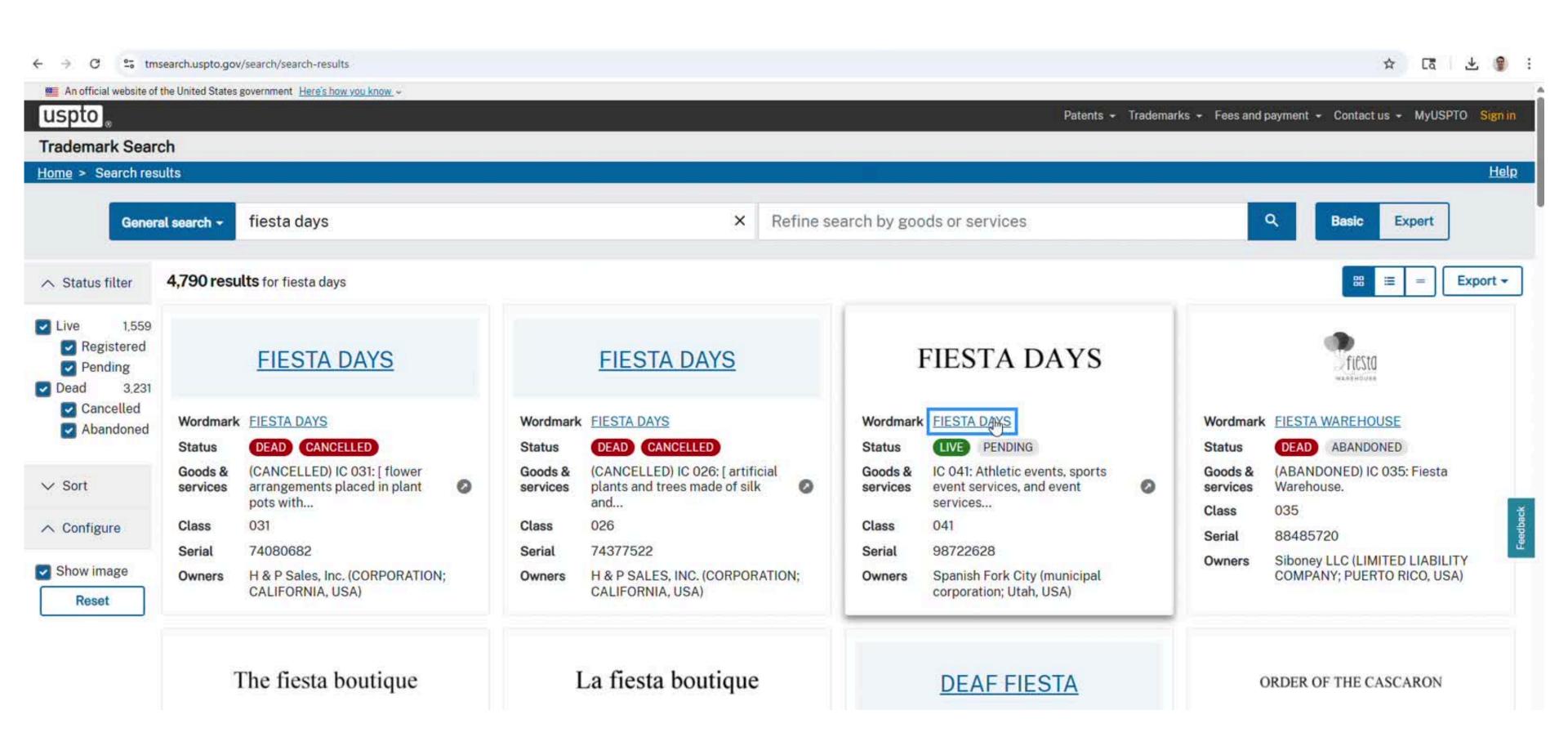


FIESTA DAYS

For now, it's a TM

It will be a R

Establishing/proving that this is our trademark involves protecting it.



Whether it's stickers, shirts or hats, we have had retailers sell merchandise with "Fiesta Days" on it, and we are only going to have more.

Do we want to go to retailers (some of whom we have good relationships and partnerships with) and tell them to cease and desist?

Do we want to compete with them for merchandise sales?







Our recommended answer to both questions is no.

So what does "protecting our trademark" look like?

- Having vendors sign an agreement:
 - Acknowledge that it's our trademark
 - Use it in a way that's appropriate, respectful, and not misleading
 - Don't imply an endorsement by or partnership with us
 - Don't use other city logos or trademarks without separate permission
 - Have permission on an ongoing basis
 - We may contact them if we see issues, can can potentially revoke permission

We believe that this type of agreement will open the doors for vendors to create and **sell merchandise with phrase "Fiesta Days" on it with confidence...**

While establishing our **ownership** and **control** of the trademark.

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What do **you** think?