SUBJECT: Authorization to Execute Applications for Federal Registration of the Service Marks BIZLAUNCH and BizLaunch and Design.

C. M. RECOMMENDATIONS:

1. Authorize the Chair, on behalf of the County Board, to execute applications for filing with the United States Patent and Trademark Office (“USPTO”) for federal service mark registration of BIZLAUNCH and BizLaunch and design.

2. Authorize Robert Roomian, Esq., Copyright and Trademark attorney, to file and prosecute, on behalf of the County Board, such applications, and to transact all business in the USPTO in connection therewith, including making any application, amendments, responding to any requests for additional information, responding to any substantive refusals, responding to third party oppositions, and requesting any necessary extensions.

ISSUE: None.

SUMMARY: By this Board action, the County Board authorizes the execution and filing of applications to obtain service mark registrations for the service marks BIZLAUNCH and BizLaunch and design.

BACKGROUND: BIZLAUNCH and BizLaunch and design have been created by County Staff for the BizLaunch program which assists small businesses within the County. Staff proposes that the service marks be afforded service mark protection by registration of the marks.

DISCUSSION: The service mark registrations will provide the County with certain legal benefits and advantages in the event of unauthorized use of the marks by others. For example, registration will give the County a presumption of an exclusive right to use the marks in connection with the services listed in the USPTO Application for Service Mark Registration (Attachment A).

FISCAL IMPACT: The USPTO filing fees and attorney’s fees are not expected to exceed $2,000, unless the applications are refused or opposed.

County Manager: ____________
County Attorney: ____________
Staff: Karen Vasquez, Arlington Economic Development
Report Date: 7/5/2005