



**CITY OF BEVERLY HILLS  
STAFF REPORT**

**Meeting Date:** August 19, 2008  
**To:** City Council  
**From:** Alison Maxwell, Director Economic Development and Marketing  
**Subject:** Notes from the Special Meeting of the City Council Chamber of Commerce Committee of July 16, 2008 regarding Shield Licensing Matters  
**Attachments:** None

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**INTRODUCTION**

This item will provide a summary of the Special Meeting of the City Council Chamber of Commerce Committee held July 16, 2008 to discuss Shield Licensing Matters

**DISCUSSION**

The City Council Chamber of Commerce Committee (Committee) has within its purview matters relating to the Shield Licensing Program; which is under contract to the Beverly Hills Chamber of Commerce.

The Committee convened to discuss the following agenda items:

**1. Discussion of Sister City Licensing Proposal and next steps.**

The Committee received and discussed a proposal by Beverly Hills Global Partnership – a Sister City organization (BHGP) to work in conjunction with Playboy Enterprises to license the City's shield for production of merchandise, to be sold in China as a mechanism to assist BHGP to become financially independent.

The Committee reviewed the proposal and there was discussion about the existing agreements and procedures already in place with the Chamber of Commerce and the City's licensing agent Bradford Licensing Associates (BLA). It was recommended that all licensing proposals should be reviewed via the existing agreements and review structure so that BLA could provide the City and Chamber with its best professional assessment of the brand value and viability of any such proposals.

The Committee recommended that staff provide BHGP with the appropriate contact information for BLA and that, as necessary, Staff should facilitate meetings with BLA and BHGP.

**2. Update on JT Brands**

City Staff and Chamber Staff confirmed that the final license agreement with JT Brands to develop a line of perfume and cosmetics utilizing the Beverly Hills Shield mark had been signed. It was noted that this is the first major product licensing deal to be struck utilizing the Shield mark.

**3. Update on the Style Guide and other licensing matters**

The Committee did not have time to receive an update this item and requested a general progress update by email.

**FISCAL IMPACT**

None

**RECOMMENDATIONS**

Receive and file report

Approved by:



Alison Maxwell, Director Economic  
Development and Marketing