



**CITY OF BEVERLY HILLS
STAFF REPORT**

Meeting Date: December 2, 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 November 12, 2008 regarding Licensing Matters

Attachments:

INTRODUCTION

This item will provide a summary of the Special Meeting of the City Council Chamber of Commerce Committee held November 12, 2008 to discuss licensing matters.

DISCUSSION

The City Council Chamber of Commerce Committee (Committee) has within its purview matters relating to the Licensing Program.

The Committee convened to discuss the following agenda items:

1. Discussion of Possible 90210 Licensing Proposal

The Committee discussed in general terms an outline proposal for licensing 90210 in the beauty market. The Committee requested information on the trademark classes in which the mark is currently registered. The Committee advised against pursuing formal licensing agreements for this mark at present but to monitor the progress of the Shield beauty license currently in play.

2. Other General Licensing Updates

Staff provided a general update on the JT Brands beauty license.

The Committee directed the City Attorney to research the potential of copyrighting the new Beverly Hills sign in Beverly Gardens Park, and to copyright both the 90210 and Shield marks also.

The Committee requested copies of the monthly reports provided by Bradford Licensing.

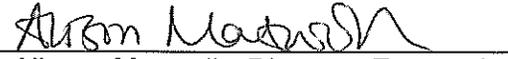
FISCAL IMPACT

None

RECOMMENDATIONS

Receive and file report

Approved by:



Alison Maxwell, Director Economic
Development and Marketing