



**STAFF REPORT
ACTION REQUIRED**

Registering “Toronto Meeting Management Information System” as an official mark of the City of Toronto

Date:	April 25, 2007
To:	Government Management Committee
From:	City Clerk
Wards:	All
Reference Number:	

SUMMARY

This report requests that City Council approve registering the term, “Toronto Meeting Management Information System”, and the acronym, “TMMIS”, as official marks to protect the interests of the City and its corporate identity.

Registering “Toronto Meeting Management Information System” and “TMMIS” as official marks will make sure that no one can use the marks in connection with a business without the City’s authorization.

RECOMMENDATIONS

The City Clerk recommends that:

1. City Council adopt the word marks, “Toronto Meeting Management Information System” and “TMMIS”;
2. City Council approve “Toronto Meeting Management Information System” and “TMMIS” as official marks of the City of Toronto;
3. City Council direct the City Solicitor to request the Registrar of Trade-marks to give public notice that the City has adopted these marks and is using them.

Financial Impact

The cost of requesting the Registrar of Trade-marks to give public notice that the City is using and has adopted an official mark is \$500.00 per mark. Since the City wishes to adopt two official marks, the total cost is \$1,000.00. Funding is available in the City Clerk’s Office 2007 Approved Capital Budget, Meeting Management Initiative project, to cover the costs of this registration.

The Deputy City Manager and Chief Financial Officer has reviewed this report and agrees with the financial impact information.

ISSUE BACKGROUND

The Toronto Meeting Management Information System (TMMIS) is a software application that the City of Toronto uses to manage committee and City Council meetings. It is one of the project components of the Meeting Management Initiative (MMI). MMI is a capital project of the City Clerk's Office to enhance the openness and transparency of the meeting process. TMMIS is a new application for managing the City's legislative process information, including scheduling meetings, creating and publishing agendas, managing decisions and preparing minutes. TMMIS is developed entirely by City staff and is the first specialized application to manage municipal decision-making processes.

City staff members are concerned that third parties could use the term, "Toronto Meeting Management Information System", and the acronym, "TMMIS", as their own. In October, 2004, the City posted information on its website that refers to this application to manage legislative information as the "Meeting Management Information System" or "MMIS". In 2006, staff research revealed third parties using similar names to market products to municipalities. Allowing third-party vendors to describe their products as a meeting management information system will create confusion between the City's application and other private commercial applications. Legal Services staff have advised that the official mark process is a fast and effective way for the City to protect its interests and eliminate potential confusion.

By registering an official mark, the City prohibits anyone else from using that mark in connection with a business, unless they have previously registered a trademark for the same mark. Registering also prevents anyone from using a mark that resembles an official City of Toronto mark. It restricts anyone or any business from using an official City of Toronto mark as a trade-mark or for other business purposes (for example, as a corporate name), unless the City has consented to that person or business using the official mark.

To register an official mark, the City must use and adopt the mark. The City can adopt a mark by a resolution of City Council. After City Council has resolved to adopt the mark, the City can apply to the federal Registrar of Trade-marks and request the Registrar to give notice to the public that the City has adopted an official mark. After the Registrar has given public notice, the mark becomes an official mark of the City.

The City has frequently registered official marks to protect its corporate identity, visual design or word marks. Examples include the City of Toronto's logo, its official crest and special identifiers and word marks for "Toronto Fire Services" and "Toronto Emergency Medical Services".

COMMENTS

The Toronto Meeting Management Information System helps City Clerk's Office staff to efficiently manage committee agendas and meetings and communicate legislative information to members of the public, City Council and staff. This application is developed entirely by City staff. Registering the term, "Toronto Meeting Management Information System", and the acronym, "TMMIS", as official marks will protect the interests of the City. This will prohibit anyone from using these marks in connection with a business without the City's authorization. It will also help prevent anyone from legally challenging the City's right to use these marks.

Registering an official mark is a cost-effective tool to protect the City's rights to the terms. The City can request the (federal) Registrar of Trade-marks to give public notice that the City has adopted the marks as official marks. Registering costs are \$500.00 per mark, or \$1,000 in total. There is no time limit on the term or duration for using the mark.

CONTACT

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SIGNATURE

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