

Official mark protection for “Yonge-Dundas Square”, “Dundas Square”, “The Heart of the City” and Yonge-Dundas Square Visual Identifier.

Date:	February 1, 2008
To:	Economic Development Committee
From:	Acting Director, Small Business and Local Partnerships
Wards:	All
Reference Number:	P:\2008\Cluster A\EDCT\ECON DEV\ed0802-008 (AFS #6944)

SUMMARY

This report recommends that, in order to better protect the interests of the City and its corporate identity, the City of Toronto obtain official marks protection under the federal Trade-marks Act for the marks “Yonge-Dundas Square”, “Dundas Square”, “The Heart of the City” and the Yonge-Dundas Square visual identifier shown in Attachment “A” to this report.

RECOMMENDATIONS

The Acting Director, Small Business and Local Partnerships recommends:

1. The word marks “Yonge-Dundas Square”, “Dundas Square”, “The Heart of the City” and the Yonge-Dundas Square visual identifier identified in Attachment “A” to this report, be registered as official marks of the City of Toronto, and the City Solicitor be directed to request the Registrar of Trade-marks to give public notice of their adoption and use;

2. Once the official marks are registered, the City authorize the Yonge-Dundas Square Board of Management to use the marks as the Board considers appropriate for the purposes of the management and operation of the Square; and
3. The appropriate City officials be authorized and directed to take necessary action and give effect thereto.

Financial Impact

The cost to request the Registrar of Trade-marks to give public notice of adoption and use of an official mark is \$500.00 for each mark, for a total of \$2000.00 for the four marks requested. Funds for this purpose are contained within the Council adopted 2008 Interim Operating Budget for Yonge-Dundas Square.

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

DECISION HISTORY

At its meeting on May 31, 2007 the Yonge-Dundas Square Board of Management adopted a motion directing board staff to proceed with a request to City Council to register the word marks “Yonge-Dundas Square”, “Dundas Square”, “The Heart of the City” and the Yonge-Dundas Square visual identifier as official marks of the City of Toronto.

ISSUE BACKGROUND

In 1996, the Yonge Street Business and Residents Association and the former City of Toronto initiated the Yonge Street Regeneration Program to promote neighbourhood revitalization. The primary objectives of the regeneration project were to stimulate private and public sector investments that would help improve the economic performance, physical appearance, safety and vitality of the area. Toronto Council approved the Yonge Street Regeneration Project in 1998.

The center-piece of the Regeneration Project is Yonge-Dundas Square, which opened to the public in May 2003 and now serves as a public space and a unique focal point of the area. The City-owned square has served as a catalyst for area revitalization, reinvestment and redevelopment. A wide range of activities such as community celebrations, theatrical events, concerts, receptions and promotions are held on Yonge-Dundas Square. The programming of the Square is designed to appeal to residents and tourists alike and to showcase local businesses.

Recognizing the extensive involvement of community and business stakeholders in the planning for and the commercial use of Yonge-Dundas Square, and the potential impact event programming of the Square may have upon the quality of life in the area, the City established a board of management to operate the facility.

COMMENTS

Various marks, designed to be exclusively associated with the Square, have been adopted and used by the Board of Management and it is desirable to provide legal protection under the federal Trade-marks Act for these marks.

After the request for official mark protection has been made to the Registrar of Trade-marks and public notice is given by the Registrar in the Trade-mark Journal, the marks become “official” and, as a result, no one can adopt, in connection with a business, as a trade-mark or otherwise, any mark consisting of, or so nearly resembling as to be likely to be mistaken for, those official marks.

CONTACT

Eva Pyatt, Director
Small Business & Local Partnerships
Tel: 416-392-7183
Fax: 416-392-1380
Email: eyatt@toronto.ca

Taylor Raths, General Manager
Yonge-Dundas Square
Tel: 416-979-9960 ext. 115
Fax: 416-979-8836
Email: taylor@ydsquare.ca

SIGNATURE

Eva Pyatt, Acting Director,
Small Business and Local Partnerships

ATTACHMENT

Attachment No. 1 - Visual Identifier

Visual Identifier

