



## STAFF REPORT ACTION REQUIRED

### Official Mark Protection for Live Green Toronto

<b>Date:</b>	January 22, 2008
<b>To:</b>	Executive Committee
<b>From:</b>	Lawson Oates, Director, Toronto Environment Office
<b>Wards:</b>	All
<b>Reference Number:</b>	P:\2008\Cluster B\TEO\EX08002

### SUMMARY

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This report recommends that, in order to better protect the interests of the City and its corporate identity, the City of Toronto obtain official mark protection under the federal Trade-marks Act for the “Live Green Toronto” word mark and visual identifier.

### RECOMMENDATIONS

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It is recommended that:

- (1) the word mark and visual identifier for “Live Green Toronto” be adopted and used 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; and
- (2) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto and to take any action required to be taken thereunder.

### Financial Impact

The cost to request the Registrar of the Trade-marks to give public notice of adoption and use of an official mark is \$500.00 per mark, for a total of \$1000.00 for the two marks. Funding in the amount of \$1,000 is available in the 2008 Toronto Environment Office Operating Budget (WT 100-03-4199).

## DECISION HISTORY

The Climate Change, Clean Air and Sustainable Energy Action Plan was approved by City Council at its July 16<sup>th</sup>, 2007 meeting (<http://www.toronto.ca/legdocs/mmis/2007/cc/decisions/2007-07-16-cc11-dd.pdf>). As part of the Plan, City Council directed that staff establish the Live Green Toronto program, to support individuals, residents' groups, business improvement areas and other neighbourhood agencies and community groups to green their own neighbourhoods through a range of programs (recommendation 4a). Council also directed that staff develop a climate change and air quality marketing campaign (recommendation 12a). In addition, the capital budget for several key Climate Change, Clean Air and Sustainable Energy Action Plan initiatives, including the Live Green Toronto program, was approved by Council at its December 11, 2007 meeting (<http://www.toronto.ca/legdocs/mmis/2007/cc/decisions/2007-12-11-cc15-dd.pdf>).

## ISSUE BACKGROUND

The purpose of the Live Green Toronto program is:

- to catalyze effective community action on climate change and environmental issues in Toronto;
- to simplify the process of accessing information, financial incentives, and technologies that reduce environmental impacts and greenhouse gas emissions; and
- to provide direct support to Toronto's neighbourhoods and communities in making lifestyle choices that significantly reduce carbon footprints.

To achieve these objectives, the Live Green Toronto program will benefit from a protected word mark and a strong visual identifier that can be used in conjunction with a social marketing campaign, website, special events, incentives, and funding programs. The use of the term "Live Green Toronto" and an associated visual identifier, set out below, for all of these activities needs to be protected from unauthorized use to protect the integrity and quality of City of Toronto programs.



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

## **CONTACT**

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