To: Board of Management
From: Robin D. Hale
Chief Operating Officer
Subject: REGISTRATION OF OFFICIAL MARKS
Date: 2012-10-17

Summary:
This report recommends that, in order to better protect the interests of the Board and the City, and the Board’s corporate identity, the Board obtain protection under The Trade-marks Act for the official marks, word marks and visual identifiers, as listed in this report and on Schedule I.

Recommendations:
It is recommended that:

1. the word marks “Giant Pandas 2013-2018” (Mandarin and French versions), and the related visual identifiers be adopted and used as official marks of the Board of Management of the Toronto Zoo;

2. the City Solicitor be directed to request the Registrar of Trade-marks to give public notice of the adoption and use of the marks listed in Recommendation 1 above; and

3. the appropriate officials be authorized and directed to take the necessary action to give effect thereto.

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 per word mark and $500 per visual identifier. The total cost is $2,000 for the 2 marks and 2 visual identifiers listed in this report. This is a one time cost and funds can be made available within the 2012 Operating Budget.

Background:
At the meeting on 2012-09-25, the Board approved the recommendation to adopt the English version of the “Giant Panda 2013-2018” word mark and related visual identifier.

Consistent with the Board practice of registering Zoo names, symbols, logos and other official marks that are significant to our programs and/or public image, it is therefore logical to register the Mandarin and French versions of the word marks and related visual identifier as well. This registration process is in order to prevent external organizations from using these unique marks
and the possibility of their attempting to register the same or very similar name or visual; identifiers.

At this time, the Zoo logo, described as the “Deer’s Head & Design” has been registered along with several other marks for Zoo programs or image branding were registered including “Adopt an Animal”, “Adopt-A-Pond”, “Same Planet. Different World.”, “Serengeti Bush Camp”, “Splash Island”, “Toronto Zoo”, “Tundra Trek”, and “Zoo Do” and the related visual identifiers, as applicable. The registration process is currently underway for “Giant Panda 2013-2018”, “Discovery Zone”, and “Wild For Life”.

Comments/Discussion:

Attachment I lists the word marks and visual identifiers proposed for registration. Below is a brief description of the programs behind these official marks:

Giant Panda 2013-2018 (Mandarin and French Versions)

These are the Mandarin and French versions of the mark to signify the giant panda exhibit planned for 2013-2018 and will potentially be used for fundraising opportunities, uniforms, retail and any aspect of promoting the exhibit.

To better protect the Board and City’s interests in important marks from unauthorized use, it is advisable to obtain official mark protection. Many of these words or terms are synonymous with the Toronto Zoo and the Board and should be protected against any potential unauthorized use in the future. Protection of these word marks and related visual identifiers will also strengthen and support the overarching Toronto Zoo Visual Identity Program.

After the request for the 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 Board’s names and visual identifiers – or marks – 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 so nearly resembling as to be likely to be mistaken for, that official mark.

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R. D. Hale
Chief Operating Officer

List of Attachments

Schedule I – Word Marks and Visual Identifiers
### SCHEDULE I

**TORONTO ZOO**  
**WORD MARKS AND VISUAL IDENTIFIERS**

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<tr>
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<th>Giant Panda 2013-2018</th>
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<tbody>
<tr>
<td>1</td>
<td><strong>Mandarin version</strong></td>
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<tr>
<td>2</td>
<td><strong>French version</strong></td>
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