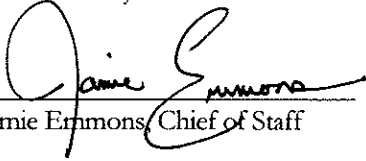


Lexington-Fayette Urban County Government
OFFICE OF THE MAYOR

Jim Gray
Mayor

To: Jim Gray, Mayor
Urban County Council

From: 
Jamie Ermons, Chief of Staff

Date: June 29, 2015

Re: Trademark License Agreement between LFUCG and Visitlex

Council authorization is requested to execute a trademark license agreement between the Lexington Convention and Visitors Bureau (“LCVB”), and Lexington-Fayette Urban County Government (“LFUCG”), also known as VisitLex, in connection with certain images incorporating a blue horse design. The agreement will grant the LFUCG use of the design subject to provisions and conditions within the agreement. The license is a limited, non-transferable, non-exclusive license for a period of five (5) years. The annual cost is \$10 for the license and \$2,500 to cover administrative costs of the trademark.

Subject to the limits set forth in the Agreement, LFUCG may use the Marks in providing its own public services and promote them as a “brand” for Lexington. Such uses may include reproducing them on LFUCG’s own stationery, uniforms and employee apparel, badges, signage, public works equipment and similar items. LFUCG may also sponsor events and permit the Marks to be included with LFUCG’s name in materials promoting such events, in each case making clear that LFUCG is a sponsor and the Marks are used to indicate LFUCG’s sponsorship. In the event that LFUCG wishes to use the Marks for any single project that will entail either (a) an expenditure of \$25,000 or more, or (b) the sourcing, manufacture or distribution of more than 2,000 items bearing any Mark, LFUCG will not proceed with such project without the advance written consent of LCVB. The agreement is automatically renewable on an annual basis under the same terms unless either party provides the other with at last 60 days advance written notice of an intent not to renew.

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