



TO: Mayor Linda Gorton
Councilmembers

FROM: Jenifer Kay Wuorenmaa

CC: CAO Sally Hamilton
Commissioner Susan Speckert
David Barberie

DATE: June 22, 2021

SUBJECT: Horse Capital of the World Trade and Service mark Assignment

Request

Authorization to request approval to assign our trade and service marks related to the Horse Capital of the World to VisitLex and enter into a license agreement for LFUCG's continued use at no cost to the LFUCG.

Why are you requesting?

Department needs this action completed because: LFUCG has owned and maintained federal and state trade/service marks related to the term Horse Capital of the World for many years; however, VisitLex has been the primary promoter of these marks on its behalf. This is mainly because LFUCG utilizes VisitLex as its promotional agent, and the use of this terminology benefits the tourism industry in Lexington-Fayette County. This will provide VisitLex greater ability and flexibility in promoting and enforcing the use of these marks and is consistent with its and LFUCG's current and continued use.

What is the cost in this budget year and future budget years?

The cost for this FY is: NA

The cost for future FY is: NA



Are the funds budgeted? NA

The funds are budgeted or a budget amendment is in process: NA

Account number: NA

File Number: L0663-21

Director/Commissioner: Speckert

