



**Corporation of the Municipality of Temagami**

**Memo No.**  
2020-M-098

**Memorandum to Council**

**Subject:** Notice of Motion - Logo Protection

**Agenda Date:** August 6, 2020

**Attachments:**

**RECOMMENDATION**

WHEREAS the Municipality of Temagami enjoys the recognition of a unique cottage, canoeing, and wilderness area and it is becoming common for companies to name products and services using the 'Temagami' brand name;

AND WHEREAS it is now in the Municipality's best interest to consider protection 'Temagami' and its logo as Official Marks with the understanding that such protection is available to public authorities like a Municipality;

NOW THEREFORE BE IT RESOLVED THAT the Council of the Municipality of Temagami seek appropriate legal assistance to move forward with the protection of its name 'Temagami' and its logos;

AND FURTHER THAT Staff report back to Council once details have been finalized along with the cost of such an initiative.

**INFORMATION**

Typically, geographical names, such as used by Towns, Villages and Regions, are not available for exclusive use such as a registered trademark would provide. That being said, public authorities, such as a Municipality, can apply for protection of their name and logo as Official Marks. This protection is different from the conventional trademark in that there is no requirement to identify a product line or specific goods or services in the application and once approval is received, this official mark protection does not have to be renewed.

Protecting the name and official marks would better position the Municipality to restrain the use of the official marks or marks that would be so close that they could be mistaken for them. In this way, while not limiting the use of the name, over time, a Temagami Brand can emerge through the use of the official mark and logos.

In other discussions the concept of an Economic Development Corporation or similar type operation has been discussed, at least initially. The protection of official marks could be something that is considered as Council is considering the overall structure of the economic development of the Municipality and, perhaps, of the region.

**Respectfully Submitted:**  
**Craig Davidson**  
**Treasurer/Administrator**