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To: Toronto Public Library Board – January 29, 2007

From: City Librarian

Subject: **Official Mark for Dewey Mascot Character**

Purpose:

To obtain Toronto Public Library Board authorization to file an application with the Trademarks Office in Ottawa to register an official mark associated with the provision of Library services through Library programming and web sites.

Funding Implications and Impact Statement:

The total cost for filing the application is \$500. The official mark will be funded through the Library's 2007 operating budget.

Recommendation:

It is recommended that:

- (1) the Toronto Public Library Board register an official mark for the Dewey Mascot Character; and
- (2) the appropriate staff be authorized and directed to take the necessary actions to give effect hereto.

Comments:

Under the Federal *Trademarks Act*, an official mark is available to public sector bodies. Registration prohibits others from using the official mark in association with their businesses, and protects the Library's use of the official mark in a manner similar to a trademark. The Library would like to protect its use of the name "Dewey" and the image of the Dewey Mascot Character, which is utilized in association with Library programming and the Library Web site on the World Wide Web. This will assist in preventing other organizations from using this mascot character or claiming it as their own.

The City Legal Department will prepare and file the necessary documentation to register the official mark.

Contact:

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List of Attachments:

Attachment 1: Examples of Dewey Mascot Character