



CITY OF LONG BEACH

POLICE DEPARTMENT

400 WEST BROADWAY LONG BEACH CALIFORNIA 90802

C-21

Robert G. Luna
Chief of Police

July 16, 2019

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Approve granting a license to the Long Beach Police Officers Association, Inc., to use Long Beach Police Department trademarks; and, authorize the City Manager, or designee, to execute a non-exclusive agreement between the City of Long Beach and the Long Beach Police Officers Association, Inc., to manufacture, distribute, and market Long Beach Police Department-branded apparel, accessories, and headwear. (Citywide)

DISCUSSION

The City of Long Beach (City) is the owner of the Long Beach Police Department (LBPD) design trademarks. City Council approval is requested to approve granting a license to the Long Beach Police Officers Association, Inc. (LBPOA), to use the "Long Beach Police Department," "LBPD," the "LBPD badge" trademarks. In addition, authorization is requested to execute a non-exclusive agreement with LBPOA, to manufacture, distribute, and market LBPD-branded apparel, accessories, and headwear (e.g., blankets, holiday ornaments, and hats). If approved, LBPOA will be authorized to manufacture, distribute, and market LBPD-branded merchandise to the public that has been approved by the Chief of Police or his designee. The majority of LBPOA merchandise is sold at cost to current and retired officers so there is no, or minimal, profit. Furthermore, the use of the LBPD trademarks for political functions or activities is prohibited.

The contract term for the proposed agreement will be in place as long as LBPOA produces merchandise containing LBPD trademarks. LBPOA will retain the revenue generated from the sale of merchandise. The City has the right to terminate the agreement for any reason by giving at least ten calendar days prior written notice. In the event of contract termination by either party, the City will take ownership of all remaining merchandise, and will reimburse LBPOA for authorized purchases made prior to the notice of contract termination.

This matter was reviewed by Deputy City Attorney Monica J. Kilaita on June 13, 2019 and by Revenue Management Officer Geraldine Alejo on June 25, 2019.

TIMING CONSIDERATIONS

City Council action is requested on July 16, 2019, to execute the agreement in a timely manner.

FISCAL IMPACT

There is no fiscal or local impact associated with this recommendation. This recommendation has no staffing impact beyond the normal budgeted scope of duties and is consistent with existing City Council priorities.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



ROBERT G. LUNA
CHIEF OF POLICE

APPROVED:


PATRICK H. WEST
CITY MANAGER