



## **BOARD OF SUPERVISORS AGENDA ITEM SUMMARY**

Requested Board Meeting Date: 06/03/2014

### **ITEM SUMMARY, JUSTIFICATION &/or SPECIAL CONSIDERATIONS:**

The Communications Department is submitting an application to register Pima County's "Dome" logo. We are required to register the trademark with the office of the Arizona Secretary of State. This will provide protection against the misuse of the County's identity symbol.

CONTRACT NUMBER (If applicable):

**STAFF RECOMMENDATION(S)**

CORPORATE HEADQUARTERS: \_\_\_\_\_

CLERK OF BOARD USE ONLY: BOS MTG. 6/03/2014

ITEM NO. \_\_\_\_\_

PIMA COUNTY COST: \$15.00 and/or REVENUE TO PIMA COUNTY:\$

FUNDING SOURCE(S): General Fund  
(i.e. General Fund, State Grant Fund, Federal Fund, Stadium D. Fund, etc.)

**Advertised Public Hearing:**

		YES	X	NO
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**Board of Supervisors District:**

1		2		3		4		5		All	X
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**IMPACT:**

**IF APPROVED:** *prima facie* evidence of legal ownership of the graphic symbols by the County.

**IF DENIED:** Any misuse, if litigated, might require an evidentiary hearing of established use by the County.

DEPARTMENT NAME: COMMUNICATIONS DEPARTMENT

CONTACT PERSON: Jeff Nordensson TELEPHONE NO.: 724-8512



**KEN BENNETT**  
Secretary of State

## State of Arizona – Office of the Secretary of State Trademark/Service Mark Application

### SEND BY MAIL TO:

Secretary of State Ken Bennett, Attn: Trade Name/Trademark Division  
1700 W. Washington Street, FL. 7, Phoenix, AZ 85007-2808

### OR return this application in person:

**PHOENIX** - State Capitol Executive Tower, 1700 W. Washington Street, 1st Fl., Room 103  
**TUCSON** - Arizona State Complex, 400 W. Congress, 1st Fl., Suite 139-1

Office Hours: Monday through Friday, 8 a.m. to 5 p.m., except state holidays.

**PLEASE NOTE:** The registration of a Trademark is not legally required in Arizona, but is an accepted business practice. The registration is a public record and does not constitute exclusive rights to the holder of the Trademark.

DO NOT WRITE IN THIS SPACE

FOR OFFICE USE ONLY  
SOSBSTMR REV. 01/15/2014

### APPLICANT INSTRUCTIONS

First time applicants shall use this form to apply for a Trademark/Service Mark under A.R.S. §§ 44-1441 to 44-1455. Applicants must be at least 18. This application must be signed, dated and notarized.

**Trade Name/Renewal/Address Change:** To register a Trade Name, **DO NOT** use this form. Use the Trade Name Registration Application. To renew a Trademark, use the Trademark Renewal form. To report a change of address use the Trade Mark Amendment form.

**Processing:** 2-3 weeks; expedited service (24-48 hours) available.

**Be Accurate:** Complete all applicable fields on this form. Write legibly; or fill out this application online at [www.azsos.gov](http://www.azsos.gov) and print it.

**Filing Fee and Payment:** \$15; expedited service, include an additional \$25. Checks or money orders shall be made payable to the Secretary of State. Credit cards are not accepted.

**Questions?** Call (602) 542-6187; in-state/toll-free (800) 458-5842.

**Website:** All forms are available on the Secretary of State's Website, [www.azsos.gov](http://www.azsos.gov).

### 1. Trademark/Service Mark information

SPACE BELOW FOR OFFICE USE ONLY - VALIDATION AREA

Written Description: Provide an accurate written description of your mark (logo or symbol)

The logo for Pima County, Arizona features an abstracted

representation of the dome of the Pima County courthouse,

designed in 1929 by architect Roy Place. The dome is shown

above a slug of text, a modified version of the font Museo Slab

700, all caps with non-standard kerning. The colors used are Pantone 3005U, (100C, 34M, 0Y & 2K),

fading to white. (continued on attached sheet)

The date in which the Mark was first used by the applicant.

Month  
10

Day  
12

Year  
2012

Date the mark was first used in Arizona. This date must be today or prior to today's date.

Month  
10

Day  
12

Year  
2012

### 2. Entity Type and Owner Name

What type of person or entity will function as the owner of this trademark? Enter the entity or person(s) name. CHOOSE ONLY ONE.

**A. ☐ SOLE PROPRIETORSHIP (one person)**

**B. ☐ ASSOCIATION**

**C. ☐ ORGANIZATION**

Applicant First and Last Name

Association Name

Organization Name

PIMA COUNTY GOVERNMENT

**D. ☐ PARTNERSHIP (List names)**

1<sup>st</sup> Applicant First and Last Name

2<sup>nd</sup> Applicant First and Last Name

**E. ☐ CORPORATION \***

Corporation Name

**F. ☐ LIMITED LIABILITY COMPANY (LLC) \***

Limited Liability Company Name

\*Corporation/LLC: If checked the applicant must be on the Arizona Corporation Commission's website as a member/officer. The application will be returned if not incorporated.

**G. ☐ FOREIGN CORPORATION** Licensed to do business in Arizona

Foreign Corporation Name

**H. ☐ OTHER** (If other, please indicate type. Examples: firm, society, foundation, federation)

Other Name

### 3. Products or Goods

Provide a description of goods on which this mark is used

GOVERNMENTAL SERVICES

### 4. Contact Information

Addresses must be complete as they are used to mail certificates and renewal notices.

Mailing Address  
130 W. Congress

Apt., Space, Suite, or Floor #

City  
Tucson

State  
AZ

Zip Code  
85701

Business Phone Number  
(520) 724-3726

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PIMA COUNTY COMMUNICATIONS OFFICE  
130 W. Congress St., 1st Floor  
Tucson, AZ 85701  
[www.pima.gov](http://www.pima.gov)

Trademark application – Description of logo continuation sheet

**The logo also can be represented in 100% Pantone 3005U, 100% black or 100% white, depending on application.**

**When represented with the name of a specific department, the logo has a second slug of text, 66% of the size of the PIMA COUNTY text. It is Pantone 3005U, black or white, all caps, in Museo Slab 500. The words PIMA COUNTY and the department name are separated by a green stripe, in Pantone 354U (80C, 0M, 90Y and 0K). The department specific logos are also represented in black and white versions.**



State of Arizona  
Arizona Secretary of State's Office  
TRADEMARK/SERVICE MARK REGISTRATION FORM

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Continued from page 1

5. Trademark/Service Mark Samples

Attach three samples of the trademark/service mark with this application on 8 1/2 by 11 inch (letter) paper that can be photocopied clearly. Examples: letterhead, business card, advertisement, etc.

Classification Number(s) (Refer to the Trade Name & Trademark book)

43

6. Applicant's Signature – If two applicants are listed under Section 2D, both must sign. Each signature requires a separate notarization

1 <sup>st</sup> Signer's Printed First and Last Name	1 <sup>st</sup> Signer's Signature	Month	Day	Year
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State of Arizona )  
County of \_\_\_\_\_ )

On this \_\_\_\_\_ day of \_\_\_\_\_, 20 \_\_\_\_

(Place Notary Seal Here)

\_\_\_\_\_  
(Name of Person Appearing Before the Notary)

personally appeared before me and acknowledged that he/she signed this document for it's stated purpose.

\_\_\_\_\_  
Notary Public

2 <sup>nd</sup> Signer's Printed (If applicable) First and Last Name	2 <sup>nd</sup> Signer's Signature	Month	Day	Year
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State of Arizona )  
County of \_\_\_\_\_ )

On this \_\_\_\_\_ day of \_\_\_\_\_, 20 \_\_\_\_

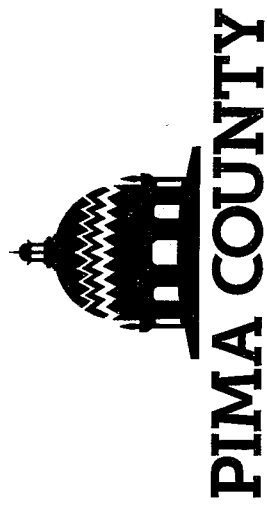
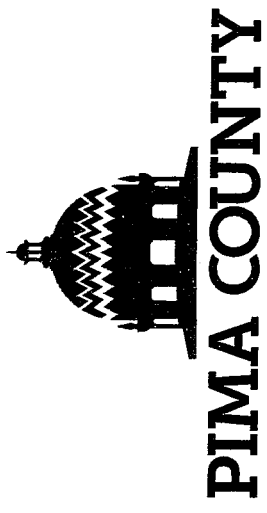
(Place Notary Seal Here)

\_\_\_\_\_  
(Name of Person Appearing Before the Notary)

personally appeared before me and acknowledged that he/she signed this document for it's stated purpose.

\_\_\_\_\_  
Notary Public

- ☐ I have enclosed a check or money order for \$15 made payable to "Secretary of State"
- ☐ I have attached three samples with this registration form as requested in Section 5.





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Tucson, AZ 85701  
[www.pima.gov](http://www.pima.gov)