



## PROPOSED RESOLUTION 16-02

### Authorization for Non-Exclusive Trademark Licensing Agreement with Aegis of Queen Anne January 2016

- WHEREAS, the Pike Place Market Preservation and Development Authority (PDA) is the owner of all rights, title, and interest in and to certain trademarks and graphical representations of the Pike Place Market name and trademark; and,
- WHEREAS, Aegis Senior Communities LLC, dba Aegis of Queen Anne, desires to make use of the Pike Place Market name and Public Market Center sign for the sole purpose of creating a safe, familiar and therapeutic environment in the Aegis Queen Anne activity room for senior residents dealing with dementia or other challenges that limit their ability to safely travel and experience the Pike Place Market in person; and,
- WHEREAS, the Public Market sign and other Market displays were made locally by Dillon Works (of Mukilteo) and have been installed in the activity room to provide a comfortable, familiar atmosphere for elderly residents; and,
- WHEREAS, the PDA and Aegis have agreed that in accordance with the terms and conditions of this Agreement, Aegis of Queen Anne may use the Pike Place Market name and Public Market Center sign in the activity room at their 223 West Galer St. location which does not include use of the Public Market name and Public Market sign and on their website; and,
- WHEREAS, Aegis agrees that they will not, during the term of this Agreement, or thereafter, challenge the title or ownership of the PDA to the name or trademark or challenge the validity of this Agreement; and,
- WHEREAS, Aegis agrees that they will use the terms and images related to Pike Place Market and the licensed name and trademark in a way that will reflect positively on the Pike Place Market. The PDA has the right to approve or disapprove of any potential design or marketing plans involving the marks, likenesses or trademarked name(s) owned by the Pike Place Market PDA in relation to the activity room and all related marketing of such; and,
- WHEREAS, the PDA Council recognizes the promotional and community value of the activity room to the Aegis of Queen Anne residents and families, and supports Aegis in its effort to provide a familiar atmosphere for residents; and,
- WHEREAS, Aegis Senior Communities LLC has agreed to make a \$15,000 contribution to the Market Foundation; and,

NOW, THEREFORE, BE IT RESOLVED that this resolution supersedes and replaces Resolution 15-66 and that the PDA Council authorizes the Executive Director or his representative to execute a non-exclusive trademark licensing agreement with Aegis Senior Communities LLC for the use of Pike Place Market trademarks in their Queen Anne activity room for an initial term of 5 year, with two 5 year renewal options each subject to confirmation by the PDA Council that the program is effective.

\_\_\_\_\_  
Gloria Skouge, Secretary/Treasurer

\_\_\_\_\_  
Date

**Date Approved by Council:**

**For:**

**Against:**

**Abstained:**

Attachment to Proposed Resolution 16-02/Activity Room Rendering

