

MOTION

Los Angeles is entering a period of significant global visibility. Over the next couple years, the City will host some of the world's most high-profile events, including the 2026 FIFA World Cup, the 2027 Super Bowl, and the 2028 Olympic and Paralympic Games. These events will bring international attention, new civic and business partnerships, and millions of visitors. They also raise important questions about how Los Angeles presents itself to the world and how we manage the tools we already have to shape that experience.

In anticipation of this moment, the City should take a more strategic approach to managing one of its most visible and underutilized resources: its civic brand. These include logos, slogans, trademarks, and other public-facing assets used across departments to communicate, identify services, and engage with Angelenos. Right now, these assets are managed independently by departments, often without shared standards, oversight, or support. This fragmented structure creates inconsistent public messaging, duplicates work across departments, and limits the City's ability to generate revenue from its own brand assets.

Two decades ago, New York City began managing its brand assets as civic infrastructure. The City centralized the licensing of agency trademarks, including the NYPD and FDNY, under NYC & Company, creating a coordinated system to manage and protect this intellectual property. Within six years, the program generated more than \$24 million in annual licensing revenue and helped ensure consistent use of City-owned marks across communications, merchandise, and public programs.

Paris developed a similar approach ahead of the 2024 Olympic and Paralympic Games. The City created a unified brand system during a major governmental reorganization to improve coordination and public visibility. That system later guided citywide signage, design, and marketing for the Games, including standards used across transportation networks, public buildings, and major civic spaces. Paris also developed a partnerships and licensing strategy that used international sporting events to test designs and generate revenue in the lead-up to 2024.

As Los Angeles prepares for a period of significant global attention, the City should examine how to better coordinate, protect, and manage its brand assets.

In 2002, the City Council adopted Ordinance No. 174530, to create the Intellectual Property Fund, to be used for the deposit of all monies received by the City from revenue generated by the use of Intellectual Property owned by the City with the intent that monies deposited in this account be used for "the establishment, maintenance and preservation" of the City's Intellectual Property.

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I THEREFORE MOVE that the City Council direct the City Administrative Officer, with the assistance of the City Attorney, Los Angeles City Tourism Department, any other relevant departments, the Mayor's Office of Strategic Partnerships, and outside consultant expertise as appropriate, to report back within 60 days on the feasibility and potential benefits of establishing a centralized structure to manage the City's civic brand assets. The report should include:

1. An inventory of existing brand-related assets and intellectual property currently held or managed by the City, including registered and unregistered trademarks;
2. Identification of assets the City should consider registering or protecting, and any gaps in current trademark coverage;
3. An overview of the current governance structure for managing, approving, enforcing, and licensing these assets, including which departments are involved and where responsibilities sit;
4. A review of current and past revenue generated through the use or licensing of City-owned marks, including how that revenue is tracked and where it is allocated;
5. Recommendations on potential revenue streams, including licensing, merchandising, and partnerships, and how they could support the long-term sustainability of the program;
6. Identification of funding sources that could be used to support program development, including but not limited to the City's Intellectual Property Special Fund; and
7. A proposed roadmap for establishing a coordinated marketing, licensing, and brand governance program, including options for structure, staffing, and phased implementation.

PRESENTED BY:


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