



**CITY OF BEVERLY HILLS**  
455 N. Rexford Drive  
Beverly Hills, CA 90210  
4<sup>th</sup> Floor Conference Room A

**Beverly Hills City Council Liaison / Branding and Licensing Committee**

**SPECIAL MEETING HIGHLIGHTS**

Friday, December 14, 2018  
9:30 AM

**MEETING CALLED TO ORDER**

Date / Time: December 14, 2018 / 9:30AM

**IN ATTENDANCE:** Vice Mayor John Mirisch, Councilmember Lester Friedman, Marketing and Economic Sustainability Manager Laura Biery, Bill Uglow of CMG Worldwide, Thomas White of Municipal League, Assistant City Attorney Lolly Enriquez, Robbie Anderson.

**1) Public Comment**

Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.

Speakers: Thomas White provided input regarding the proposed requests for use of the Beverly Hills shield (Item 2), as well as the unauthorized uses of the Beverly Hills shield (Item 3) specifically related to the Beverly Hills dog show.

**2) Requests for Use of Beverly Hills Shield**

- The City received several inquiries about the use of the Beverly Hills Shield since the last City Council Liaison/Branding and Licensing meeting on June 18, 2018. One request is to use the Beverly Hills shield on slippers and the other is for the use of the Beverly Hills shield on a Swarovski Crystal purse.
- Council liaisons denied the request to use the shield for the slippers design and asked CMG for more information on the Swarovski Crystal purse. Specifically, they asked to see a sample of the purse, if CMG thought the purse was a viable product, pricing for retail, and how the product intends to be sold.

**3) Unauthorized Use of Beverly Hills Shield**

- The City Attorney's office authors cease and desist letters to individuals or companies that are found using the Beverly Hills shield without authorized permission. The following companies received a cease and desist letter from the City Attorney's office since the previous City Council Liaison Meeting on June 18, 2018:
  - Mon Bel Ami Wedding Chapel – October 29, 2018
  - The Beverly Hills Store – November 13, 2018
  - Sunbelt Business Brokers Beverly Hills – December 10, 2018
- Council liaisons asked for an update on the previous violations by the Beverly Hills Dog Show. Staff and the City Attorney's office were directed to follow up on this issue.

- Council liaisons directed staff to add the following items to a future meeting agenda:
  - Update on Beverly Hills Dog Show use of the City shield
  - Update on proposed Swarovski Crystal purse product
  - Update on existing licenses
  - Revisit the policy regarding use of the City shield

**ADJOURNMENT**

Date / Time: December 14, 2018 / 10:20AM