Market Programs Committee Meeting Agenda

Date: Tuesday, December 5, 2017
Time: 4:00 p.m. – 6:00 p.m.
Location: The Classroom
Committee Members: Betty Halfon (Chair), Patrice Barrentine (Vice-Chair), Gloria Skouge, David Ghoddousi, Colleen Bowman, Paul Neal and Mark Brady

4:00pm I. Administrative
   A. Approval of Agenda
   B. Approval of the Market Programs Committee Meeting Minutes for November 7, 2017

4:05pm II. Announcements and/or Community Comments

4:10pm III. Programs and Marketing Director’s Report
   Emily Crawford

4:30pm IV. Reports and Discussion Items
   A. Craft program update
   B. Update on Trademark program
   David Dickinson
   Emily Crawford / Kalyn Kinomoto

5:40pm V. Action Items

5:45pm VI. Resolutions to be Added to Consent Agenda
   Chair

5:50pm VII. Public Comment

5:55pm VIII. Concerns of Committee Members

6:00pm IX. Adjournment
   Chair
Market Programs Committee Meeting Minutes

Pike Place Market Preservation and Development Authority (PDA)
Tuesday, November 7th, 2017
4:00 p.m. to 6:00 p.m.
The Classroom

Committee Members Present: Patrice Barrentine, David Ghoddousi, Paul Neal, Colleen Bowman, Gloria Skouge

Other Council Members Present:

Staff Present: Emily Crawford, Aliya Lewis, Kalyn Kinomoto, Justin Huguet, Scott Davies, Karin Moughamer

Others Present: Denise Upton, Janice Merlino, Rachel Westenberg, Howard Aller, John Boydton, David Boydton

The meeting was called to order at 4:03 p.m. by Patrice Barrentine, Vice Chair.

I. Administration
   A. Approval of the Agenda
      The agenda was approved by acclamation.

   B. Approval of the October 3rd, 2017 Market Programs Committee Meeting Minutes
      The October 3rd, 2017 Minutes were approved by acclamation.

II. Announcements and Community Comments
    None.

III. Programs and Marketing Director’s Report
    Emily Crawford reviewed the Richmond Public Relations Q3 PR coverage (starting August 8th) and the Sunset Magazine clip. Emily provided an update on the Aegis Living trademark licensing agreement, noting the Pike Place Market Community Space is being used for community activities which include exercise, art, music, crafts, and special themed events for the 55 residents. That agreement is up for renewal in 2021 with $15,000 being paid to the Market Foundation over three years.

    Emily continued with an update on her trip to Washington D.C. for the annual food history weekend. She met with the Smithsonian’s food history exhibit program director, the curator, and the historian for the brewing initiative. They are excited for the December 8th event in the atrium from 6:30-8:30 pm. Theresa McCulla is the historian who will moderate the panel, which will feature Charles and Rose Anne Finkel from Pike Brewing, Dick Cantwell founder of Elysian Brewing, and Annie Johnson the winner of the Home Brewers Association national award. They hope to include a malter from Skagit County to participate as well. The event is titled Evening of Seattle Brewing: Craft, Culture, and History. Tickets are $48 and will include tastings from three-
four brewers and heavy appetizers featuring Market producers. Funds are going back into the Marketing Budget.

Emily concluded by noting the Marketing team is busy with Magic in the Market, holiday 2017 campaign, trademark licensing and school tours.

Patrice Barrentine asked Emily to send out an invite to the brewing event to councilmembers. Emily hopes to have tickets on sale November 10th.

Colleen Bowman asked to confirm that Aegis is not using the Pike Place Community Space on their website. Emily will confirm that is in their agreement and determine if they are in compliance.

IV. Reports and Discussion Items
A. 2017 Holiday Media Recommendations
Rachel Westenberg began by stating the 2017 holiday planning parameters focus on driving visits to Pike Place Market for holiday shopping, targeting people 25-44 who are interested in shopping local within Downtown and between north Seattle and Columbia City. The campaign will run November 25-December 30th. The strategy is to drive core Market reach and attendance and to focus on cost efficiency to extend the budget.

The media mix includes digital (44%), Out of Home (46%), Social Media (5%) and Print (4%).

Out of Home will be used to build awareness and inspire consumers to visit the Market for their holiday shopping. Placement recommendations are 3rd and Stewart (11/20-12/3 with over 2.5M impressions), Alaskan Way at West Seattle Bridge (11/20-12/17 with over 1.2M impressions), and Greenwood (12/4-12/31 with roughly 1M impressions).

Patrice Barrentine noted how much see likes the locations for Out of Home.

David Ghoddousi asked if there will be an exit number on the billboards. Emily Crawford responded the billboard design need to be the same for all locations and since this is targeted at locals she is not concerned with people being able to find the Market.

Paul Neal asked why the billboard on 3rd and Stewart is coming down on December 3rd. Emily Crawford believes it has to do with availability but Janice Merlino will verify.

Rachel continued by reviewing the digital campaign, which will be through CBS Digital. The goal is to identify new Seattle Shoppers and utilize Geo-Farming to target consumers who visited the Market in November/December and remind them to come back for their holiday shopping. The focus will be mobile banners over 6 weeks (11/25-12/31) with estimated impressions of nearly 2.5M. In addition, CBS added value will include a Thanksgiving and Holiday Guide that will live on CBSSeattle.com. Pike Place will have 100% ownership of each piece of content within the guide and would align with Pike Place Market with holiday plans. This will include a billboard banner and huggable skin resulting in 300K impressions.

Merlino is recommending a small amount of funding to advertise on Seattle Times Digital to target people 25-54 and based on their shopping behaviors. These will be billboards seen on
both desktop and mobile, from 11/20-12/31 for estimated impressions of 277,777. Emily added that she diverted funds to support this as she felt it was important to try to catch everybody.

For paid social the plan recommends to amplify message through engagements (likes, comments, shares) to target people who are avid shoppers in the Seattle area on Instagram and Facebook from 11/25-12/31. She added that behavior targeting will include shoppers, gift shoppers, engaged shopper and will be location based to target people who are currently/recently shopping at nearby shopping areas (Pacific Place, Westlake, U-Village), encouraging them to continue their shopping at the market.

Paul Neal asked for clarification on who will see the ads if they are targeted through location. Rachel responded that it’s only going to hit people within that targeting frame, but it will be amplified through engagements.

Lastly, a print ad, on the front piece of the Seattle Times holiday gift guide, with a circulation of 225,000, will be released on Thursday, November 23rd.

Merlino was able to negotiate 40% in media value through discounts and bonus space for the 2017 holiday plan for a total of $56,550.

Rachel reviewed new things being tested with this campaign including CBS geo-fencing/attribution (how many people actually went to the Market after seeing a digital ad?) and Seattle Times digital placements (are the results strong enough to justify to continue to use for future campaigns?)

Colleen Bowman asked what we will know based on the KPI insights on the CBS geo-fencing. Rachel responded we would learn metrics on cost/visit as well as break it down on cost/visit if they brought a friend. Rachel said she could ask to see if there are any other insights that could be acquired.

Patrice Barrentine thanked the Marketing team and Merlino Media Group for the great work to compile a plan that hits all the important targets.

B. Digital Book Design Update
Denise Clifton began by saying she is excited to share the current draft with the Committee noting that the goal is for this to be a highly visible story as well as a thematic story and not based on the standard timeline. Denise noted an interactive timeline will be included and always accessible no matter where you are in the story. Every chapter will open with a full page image with a caption reveal mark to learn more about the image. With each chapter there will be a scene setting quote followed by the story for that chapter. Documents not readily accessible to the public will be highlighted, including the original Market Master’s notebook. There will be videos embedded as well.

Emily Crawford mentioned the design was very intentional to not have a product that is a walk through history of the Market where the first half is in black and white and then the second half in color.
Denise Clifton continued that this draft is intended to get feedback on how it feels and looks to a reader. The final text will be dropped in after the design is finalized.

Colleen Bowman commented that she believes there is an opportunity to capture and include audio from the Market. Denise Clifton noted that oral history style interviews are being conducted and will be included in the book. The iBook format allows for a rich experience in audio and visuals.

Denise Clifton passed around her iPad for Councilmembers to view the draft book.

Colleen Bowman asked what the timeline is. Emily Crawford hopes to launch in spring 2018.

Denise Clifton noted there will be a full bibliophagy with links.

Paul Neal asked for the materials that Denise Clifton previously presented to the Committee. Emily responded she would send that to him.

Patrice Barrentine stated it looks absolutely beautiful but asked if there is another image that could work for the cover that features locally grown produce. Emily Crawford will take a look at the photos recently taken by Barbie Hull and see if there is another image that will work well for the cover.

C. Magic in the Market Update
Justin Huguet handed out a postcard for Magic in the Market and provided an update on the event which is celebrating its 22nd year on November 25th. The event, which falls on Small Business Saturday, will include pictures with Santa, trees for sale from Grown in Washington, live music playing on the vintage truck, artists, vendors, and farmers selling on Pike Place. Professional audio and a tent are being brought in just in case of bad weather. Posters for this event are already up all around downtown Seattle.

During Magic in the Market days all vendors will be selling handmade stockings and stuffers to activate the MarketFront Pavilion. Emily Crawford noted she is working with David Dickinson and MHC to ensure the event is successful and that includes a sign over the Desimone Bridge, a curtain on the north end of the Pavilion to block the wind, and a tent to connect the Desimone Bridge to the Pavilion.

Colleen Bowman noted the temporary permit issued by MHC to do experimental programming on the MarketFront Pavilion.

Justin wrapped up his presentation on Magic in the Market noting the event has been posted on Facebook and already, within 4 days, has 9,000 people interested.

Justin Huguet then provided an update on the online gift guide which is being called the “Offline Gift Guide” to encourage people to get offline and shop at the Market. The design has been fully flushed out and it is now under design. The gift guide is being pitched to the press tomorrow and will go live on Thanksgiving Day. All of the advertising that was just presented will feature a URL directing traffic to the guide website. A variety of data points will be tracked to understand visitor engagement with the site.
Justin reviewed the current design. The gift categories include Hand Crafted, Chow Down, Farm Fresh, Stocking Stuffers, Deck Your Shelves, Bundle Up, and Worldly Wonders. Each category will have roughly 6-8 products and visitors can select items to put on a shopping list. A map of the Market is then created showing the locations of where to find each of the products on the list, complete with a dotted line showing the route to take. The map starts at the corner of First and Pike. Items found Downunder will show up on a map that expands each of the four levels. That map is also scrollable, so as someone moves their mouse over a level, it will get larger on the screen. Maps can be saved and shared with a tiny URL.

Justin shared some of the images taken of the products provided by Market vendors for the guide. Emily Crawford noted these images are very professional and produced in house on a very limited budget.

Justin Huguet noted that not all Market merchants are included in the guide so it’s not meant to be a tool to search all vendors at the Market. Emily noted the tag with the Market logo does link back to the main pikeplacemarket.org website that has the full directory.

Paul Neal asked how daystall vendors will be identified on the map since their location can move from day to day. Justin stated that products that are found in the Daystall area, North Arcade, Desimone Bridge, and MarketFront Pavilion, will be highlighted in yellow and specific language will be included on each of those products that indicates specific hours for those vendors or contact information.

David Ghoddousi asked if every single building is included on the map. Justin responded not every single building is included but about 90% of the regions in the Market are representative. There are more location dots on the map to allow for growth next year. Emily Crawford noted they tried to spread out the locations to encourage people to explore the Market.

Patrice Barrentine thinks the gift tag featuring the Pike Place Market logo is brilliant and should be made into a gift tag. Emily Crawford wondered if there is a vendor that would want to make this tag. Patrice hopes good data, if only qualitative, is produced through this campaign.

Paul Neal asked what metrics are going to be reported. Emily Crawford answered website visits, page visits, time on site, click thrus, number of shopping lists created, number of maps created, and number of tiny links shared. All website metrics but they will follow-up with merchants for anecdotal information.

Patrice Barrentine asked if the PDA is going to share the photos with the vendors. Emily Crawford is cautious to share those images prior to the campaign to flood social media feeds that could confuse the consumer, but is happy to share them at a later date.

Colleen Bowman asked if there is any money in the budget to create stickers that say “I supported Pike Place Market” or “I Supported Small Business.” Patrice Barrentine suggested Holy Mackerel pins.
David Ghoddousi asked what the capacity is for products and if it could be used all year round. Justin responded there is no limit but wanted to create a good, curated experience for this first year. Next year there could be more.

The Committee expressed their interest in using this all year round.

David Ghoddousi suggested color coding the levels of the Downunder to match what is currently in place.

V. Action Items
A. Proposed Resolution 17-59: Authorization for Non-Exclusive Trademark Licensing Agreement with BoyDesigns
Kalyn Kinomoto presented proposed resolution 17-59 which states that:

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, BoyDesigns desires to make use of the Public Market Center image and the Pike Place Market name (the design mark and word mark as defined on the PDA trademark license application) in connection with its wooden laser-etched nightlights for direct sales and wholesale distribution for a three year term; and,

WHEREAS, PPMPDA and BoyDesigns have agreed that in accordance with the terms and conditions of this Agreement, BoyDesigns may use the Pike Place Market name and their own image of the Market entrance, including the Public Market Center sign, in the production and promotion of the nightlights for direct sales and wholesale distribution; and,

WHEREAS, BoyDesigns agrees that it will not during the three year 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, BoyDesigns agrees to pay the PDA 10% of gross sales (whether direct or wholesale) of their Pike Place Market wooden laser-etched nightlights; and,

WHEREAS, BoyDesigns agrees to provide quarterly sales reports and royalty payments as well as an annual reporting of production details and distribution outlets.

NOW, THEREFORE, BE IT RESOLVED that the PDA Council authorizes the Executive Director or designee to execute a non-exclusive trademark licensing agreement with BoyDesigns for the use of
the “Pike Place Market” name and Public Market image for their Pike Place Market wooden laser-etched nightlights.

Colleen Bowman moved the motion and Paul Neal seconded the motion.

Colleen Bowman asked for the list of shops they would sell at. Kalyn responded the shops they are hoping to sell at include Polish Pottery Place, Pike Place Gifts, Soap Box and Metsker Maps as well as the designers Etsy page.

Paul Neal asked if there is similar precedence for this type of item for context. Emily Crawford provided background on trademark standards that were developed several years ago to help the committee in reviewing applications. The item has to be handmade and can’t be produced in a sweat shop. It needs to be something that would qualify to be sold at a Daystall. If the items on the checklist are not met then that item is not brought before the Committee.

Kalyn Kinomoto outlined trademark terms which will vary depending on the item and use. Most will start off with an initial three year term with a $250 startup cost if approved by Council. The quarterly finance reports are reviewed by Finance and Marketing and if there is a lapse Kalyn works with the business.

Paul Neal asked if the Committee is being asked to approve only the designs being presented. Kalyn responded yes. Future designs would require Committee approval.

Paul continued by asking that if an item meets the standards what else is marketing asking the Committee to consider. Emily Crawford responded the artistry, and if that meets the Market brand standards.

Patrice Barrentine asked Emily to create a document that outlines the standards and terms to help compare trademark requests.

Kalyn Kinomoto noted that items approved by the PDA to bear the Market logo have to contain language noting the trademark licensing approval. Patrice Barrentine suggested in addition to the above language maybe a mark could be created to denote licensing.

Paul Neal pointed out that it’s easy to approve individual items but in total it can get out of hand. Maybe the PDA can consider the question “Is the whole collection of it on brand?”

Emily Crawford noted that she will do a better job of providing trademark licensing updates and will provide documentation on the trademark program.

Paul Neal suggested a once-a-year presentation on the whole trademark program – what’s new this year and what’s expired.

Emily Crawford mentioned that Kalyn Kinomoto is creating a spreadsheet listing out all trademarks, terms, payment, etc. and that can be shared with the Committee.
For: Colleen Bowman, David Ghoddousi, Gloria Skouge, and Patrice Barrentine
Against: 0
Abstain: Paul Neal

The proposed resolution passed by a vote of 4-0-1.

VI. Resolutions to be added to Consent Agenda

VII. Public Comment
None.

VIII. Concerns of Committee Members
Colleen Bowman set up a Google alert for Pike Place Market, but due to a high volume of mentions of the Market in the media she’s had to turn off the alert.

Paul Neal mentioned there were several items discussed at the retreat that could be covered by the Programs Committee. He thought it would be helpful to know how the Committee would addresses those topics.

IX. Adjournment
The meeting was adjourned at 4:50 p.m. by Patrice Barrentine, Vice Chair

Meeting minutes submitted by:
Karin Moughamer, Executive Administrator
**Best for groups**

**Wings over Washington:** A new attraction on the Seattle waterfront, this virtual-reality ride soars and swoops over the state’s mountains, valleys and waterfalls (complete with spray), with some thrills thrown in.

**Seattle Aquarium:** The playful sea otters are the star attraction of the aquarium, which also houses languorous octopuses, an Underwater Dome to watch fish float all around you, and a huge variety of colourful aquatic inhabitants.

**Argosy Cruises Harbour Tour:** Learn some of Seattle’s history on a one-hour trip that also explains the workings of the shipping port and offers a close-up look at the city’s historic waterfront.

**Factfile...**
- **Journey time:** Approximately nine hours from London.
- **Currency:** US dollar (£1 = $1.30 approx).
- **Best time to go:** May–October.
  
  www.visitseattle.com
  www.portseattle.org

**Where to stay**

**Hotel Theodore (formerly Roosevelt):** It reopened this month as a smart, boutique-style hotel close to many of the major shopping stores.

www.hoteltheodore.com

**The Westin Seattle:** Ideally placed to pick up the Monorail direct to the Space Needle or walk a few blocks to Pike Place Market (pictured left).

www.westinseattle.com

**The Crowne Plaza Hotel Seattle:** It’s a high-rise and well-located option in Downtown Seattle within walking distance of most city attractions.

www.cphotelseattle.com

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Words: Neil Murray
Explore: Seattle

Food & drink

Seafood rules in Seattle – and no wonder. From Ivar’s Acres of Clams (which has been around since 1938) on the Pier 54 waterfront, to four seafood markets in Pike Place Market, you can’t escape the temptation to sample the local produce, such as clam chowder. At the buzzy Tankard & Tun, close to Pike Place Market, you can match craft beers such as a Kilt Lifter and Space Needle IPA with its various fish dishes.

For a wider variety, Seattle-based restaurateur Tom Douglas has 16 restaurants in the city to choose from, such as the Palace Kitchen, where you can watch the chefs at work, or Lola, which links Pacific Northwest produce with Greek cooking styles.

Like a local

Cut the cost of visiting the main attractions with a CityPASS, which discounts entry to the Space Needle, Seattle Aquarium, Argosy Cruises Harbour Tour, the Museum of Pop Culture or Woodland Park Zoo and Chihuly Garden and Glass or the Pacific Science Centre by at least 45%.

A 35-minute ferry crossing – with great views of the Seattle skyline – takes you to Bainbridge Island to spend a leisurely time browsing the smart little arty shops of Winslow’s main street.

Locals are proud of the Seattle Art Museum ... and rightly so. Visitors to the bright and airy museum are greeted by a dramatic sculpture of a 140-year-old hemlock tree before viewing art, sculptures and artefacts from around the world.

Essential sights

The Space Needle: Six-hundred-and five-feet (184 metres) high, the Needle is a Seattle landmark, having been built in 1962 for the Seattle World’s Fair, when it was the tallest building in the city. The ride to the top takes 41 seconds and the views over the Emerald City and across Elliott Bay are spectacular.

Pike Place Market: Launched in 1907, the 500-stall market is a glorious, raucous melting pot of fish and food stalls, arts and crafts, old books, vinyl records, ethnic clothes, jewellery, spices, jams and much more, spread out over six levels of maze-like floors.

Bill Speidels’ Underground Tour: Terrific tales of scandal, sewers, rats and red-light district ‘seamstresses’ told by a hugely-entertaining guide make this a fascinating, very funny tour about Seattle’s development after the Great Fire of 1889.

What’s new

Low-cost airline Norwegian started direct flights from Gatwick to Seattle in September. Thomas Cook Airlines launches a summer (May-October) Manchester-Seattle service next year. Other airlines flying direct (from Heathrow) are British Airways and Virgin Atlantic.
Pike Place Market, a Seattle favorite, freshens up with a new addition and more places to eat and shop

Art Stone was standing at the counter of his small restaurant, Honest Biscuits, when I walked in. His eyes were locked on the view through the windows at the front of his store. I turned and looked too, seeing a vast panorama of sea, coastline, bridges and drizzly skies.

"Even when the weather's miserable, it's still beautiful," he said before filling my order for a warm buttermilk biscuit.

I grinned at his oh-so-Seattle comment. You wouldn't catch an L.A. resident being happy with rainy skies. But I had to agree that it was pretty in a gray sort of way.

The vista is a relatively new one for Stone, one of the tenants in MarketFront, a new section of Pike Place Market, Seattle's heart, soul and No. 1 visitor attraction.
The farmers market, founded 110 years ago, expanded earlier this year for the first time in four decades. Among the additions are a handful of large shops such as Stone's, 47 small stalls for artists and other vendors, a parking lot, studio apartments for low-income residents and a rooftop public plaza.

The plaza quickly became a top draw for tourists, who shoot selfies or family portraits there with the Seattle waterfront and bay as a backdrop.

Pike Place Market can get crowded, with about 15 million visitors a year. In fact, so many tourists clog the market in summer when Alaska-bound cruise ships are in port that many locals stay away.

The $74-million addition, with its panoramic views of Puget Sound and the Olympic Mountains, offers a pleasant alternative to older sections of the market, where visitors jam narrow corridors full of vendors hawking produce from Washington farms, artisanal and specialty foods, fish and handcrafted products.

As roomy and pleasant as the new section is, the historic regions of the market are more fun. I found during three visits earlier this month, including a foodis tour with Eat Seattle led by chef Eric Olimsky.

We wound our way through the hallways, tasting Chinook salmon, Greek yogurt, dried sour cherries, donuts and pickle juice. Clarification: The four other people on the tour tasted pickle juice. I passed.

"You should try it," Olimsky said. "It's from Brit's Pickles, handmaded in oak barrels. It's really, really good pickle juice." But I shook my head no, trying hard not to make a face at the thought of drinking pickle juice at 10:30 in the morning, and we moved on, continuing our journey through the twisting passageways. I felt as if I was exploring Rome's catacombs.

The older section of the market, where we were walking, is a crazy, colorful spectacle of noise, smells, banter and urban theater. Flowers are incredibly cheap, fresh and beautiful, fishmongers toss giant king salmon across the heads of the crowds, and Rachel the Pig holds court as the market's mascot.

Rachel, a life-size ceramic pig, stands guard outside the main entrance to the market. Her ample belly accepts donations, piggy bank-style, for the market's charitable causes, which include a senior center, food bank, preschool and low-income housing.
Rachel and the 500-vendor market got its start because of the high price of onions, which soared from 10 cents to $1 a pound in the booming frontier town of Seattle in the summer of 1906.

Lumberjacks, fishermen and housewives revolted, and the Seattle City Council founded Pike Place Market, a public market that would allow residents to buy directly from farmers, thus cutting out the middlemen who were blamed for spiking prices.

The revamped market debuted in the ’70s, and for the most part it looks much the way it did then. Long hallways spread in all directions, making it easy to get lost in the shed-like structures that form the market. Even more confusing are three labyrinthine levels, called Down Under, that are below ground in the Main Arcade.

It was here that I found Pike Place Magic Shop, where 100-year-old posters cover the walls and ceiling. Juggling pins, tricks and gag gifts are among the magical flotsam and jetsam that jam almost every square inch of the store.

Owner Sheila Lyon was working at the main counter when I walked in, performing illusion tricks for shoppers. "My husband and I opened this shop 45 years ago," she told me, "Longest running magic shop in the U.S. We've been here so long we're relics."
I was drawn into a nearby bookstore, where 50,000 books, most used, crowd the shelves and floor. Owner J.B. Johnson, an engaging guy, opened his shop, BLMF Literary Saloon, 21 years ago. “I have a healthy respect for books,” he said. “This is what I love. This is what I do.”

The neighborhood around the market also has its share of interesting businesses and characters. Buskers line the cobblestoned street near the market’s main entrance. On the day I visited, a cat-faced musician was playing an accordion and a guy who calls himself Brother Billy advertised his “elevator music,” but his tunes were drowned out as another musician’s sax veiled the “Star Wars” Theme.

I circled around to the MarketFront, where everything is shiny and new, including Old Stove Brewing Co., Indi Chocolate and, of course, Art Stone’s Honest Biscuits, advertised as “Honest-To-Goodness Kick-ass Biscuits.”

This time, Stone was too busy to pay attention to his outstanding view. He was filling orders for MacGregors (biscuits with bacon, cheese and caramelized onions, $6), butterholes (classic Southern biscuits with butter, $3.75) and fried-chicken-on-a-butterhole-biscuit sandwiches ($9.25).

I ordered biscuits and gravy ($7.50), one of my Southern-belle mom’s specialties, and sat at a table facing the window. I guess I could get used to rainy weather. It goes well with kick-ass biscuits.

If you like the way the Seattle waterfront looks now, with the Alaskan Way Viaduct creating a wind tunnel of roaring traffic noise and peak-a-book bay views, you’d better visit the city soon.

In early 2019 the much-maligned double-decker highway, which has separated downtown Seattle from the Puget Sound for 64 years, will be closed and eventually disappear. Traffic will move instead through an underground tunnel and on new surface streets.

It’s all part of a billion-dollar waterfront revamp that hopefully will be completed by 2022.

The Waterfront Seattle Program will transform the city, capitalizing on the removal of the earthquake-vulnerable highway and the replacement of the Elliott Bay Seawall.

There are plans for bike paths, gardens and a pedestrian promenade that ties together parks and plazas, all featuring lush landscaping and views of the Olympic Mountains jutting above Puget Sound.

Elements of the waterfront’s slow renaissance are already coming together.

One improvement, Pike Place Market’s new MarketFront expansion, opened earlier this year.
It will lead eventually to the pedestrian promenade by way of a new bridge called Overlook Walk that connects Pike Place Market to the waterfront and provides elevated views of Elliott Bay and the city skyline.

The walkway is being designed for all ages and abilities, with gradual slopes, new elevators and places to linger along the walk, according to planners.

Some Seattle residents can’t wait for completion of the project. Bob Donegan, a Seattle businessman and member of the Historic Waterfront Assn., thinks the changes will be a boon to the community.

“We’ll get a beautiful park with incredible views. It will be a wonderful attraction for cruise passengers, other tourists and locals.”

Donegan, president of Ivar’s, a Seattle-based seafood outlet with 55 restaurants, said the city’s new waterfront will be “as pretty a waterfront as those in Copenhagen, Denmark, or Melbourne, Australia. It will be great for the community.”

If you go

THE BEST WAY TO SEATTLE

From LAX, Alaska, Delta, American, United and Virgin American offer nonstop service to Seattle. Southwest offers direct service (stop, no change of planes), and Southwest, Delta, American, Alaska and United offer connecting service (change of planes). Restricted round-trip fares from $159, including taxes and fees.

WHERE TO STAY

**Edgewater Hotel.** 2411 Alaskan Way, Seattle; (800) 624-0670 or (206) 728-7000, edgewaterhotel.com. The Edgewater, the only over-water hotel in Seattle, has played host to the Beatles (who famously went fishing out the window of their room) and other musicians. The hotel is celebrating its musical history by loaning guitars, sheet music and record players to guests. Or borrow Brooks running shoes for a waterfront jaunt. Pacific-Northwest decor, fireplaces, fine-dining Six-Seven Restaurant. Doubles from $339.

**Hotel Theodore.** 1531 7th Ave. Seattle; (206) 621-1200, hoteltheodore.com. This hotel, which opened in early November, is in a downtown building that has undergone several restructurings in the last 88 years and is now an urban boutique hotel, with 151 rooms from spartan to chic. If it’s raining and you’re staying in a suite, use the his-and-hers rain jackets in the closet. Doubles from $209.

**Inn at the Market.** 86 Pine St., Seattle; (206) 443-3600, innatthemarket.com. If you want to explore Pike Place Market, try this renovated boutique hotel at the market. Views of Elliott Bay, city or market. Doubles from $320.

WHERE TO EAT

**Steelhead Diner.** 65 Pine St., Seattle; (206) 625-0129, steelheaddiner.com. Get a Pike Place Market experience at this unpretentious diner overlooking Post Alley, Elliott Bay and the market itself. The open kitchen specializes in seafood. Lunch entrees from $14; try the fish and chips for $19.

**Pink Door.** 1910 Post Alley, Seattle; (206) 443-3241, thepinkdoor.net. Here’s one of those special places that’s so well-known it doesn’t have a sign. Look for the pink door (match) in Post Alley, where you’ll find Italian specialties and eclectic entertainment: cabaret, burlesque, trapeze, tarot and music. Dinner entrees from $18.
Ivan’s Acres of Clams, 1001 Alaskan Way, Pier 54, Seattle; (206) 624-6830, ivars.com. Ivan’s, a 77-year-old Seattle institution, was just remodeled but still showcases historic photos, fishing fleet models and great seafood. Dine on the pier with views of Seattle’s waterfront. Lunch entrees, including fish and chips, from $17.

TO LEARN MORE

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From sky-high thrills to underground adventures, you won’t want to waste a minute sleeping in Washington State’s largest city

NEIL MURRAY

Sleepless in Seattle

You can choose to hit the heights or plunge to the depths in Seattle – either way, it’s great fun.

There’s a world of a difference between gazing out from the top of the city’s Space Needle or the Seattle Great Wheel and rummaging around below street level on Bill Speidel’s Underground Tour or marvelling at sea creatures in the Seattle Aquarium, but they all make a visit to the Emerald City a wonderful experience.

Take the Space Needle. Built in 1962 to mark the Seattle World’s Fair, at 605ft-tall, it has not been the highest building in the city for some decades, but is still recognised as a landmark site. The views over the city and across Elliott Bay are pretty impressive and the renovation work being done on the viewing windows should make it even more so.

Three circuits on the 175ft-high Seattle Great Wheel, on the other hand, let me look down over the waterfront and Seattle skyline and across to Bainbridge Island.

Back on land, close to the Wheel, I laughed out loud at the antics of the sea otters in the Seattle Aquarium, gave up trying to work out where a sleeping octopus began and ended, and loved the colours of the Clown Anemonefish as they darted about their tank. There’s less colour in that underwater tour but that was more than made up for by the lively stories from guide Dean as our group wandered through dark, dusty passageways that were at street level after the Great Fire of 1889. Dean’s terrific tales of scandal, sewers, rats and red-light district ‘seamstresses’ made it a fascinating, very funny tour.

Several of the attractions we visited are included in the CityPASS discount ticket booklet and I used it again to jump the queue at Chihuly Garden and Glass, home to a collection of the dazzling sculptures of multi-media artist Dale Chihuly. The building also includes the Collections Café, which has just that… collections of items that Chihuly has gathered, including multi-coloured teapots and accordions hanging from the ceiling.

The nearby Museum of Pop Culture (designed by Frank Gehry and also included in the CityPASS) had me riveted at its David Bowie, Jimi Hendrix and Guitar Gallery displays, while the excellent Jim Henson Exhibition: Imagination Unlimited, which runs until January 3, brought back fond memories of past Muppet Shows.

One thing forever associated with Seattle is Pike Place Market, which has been around since 1907. It is a vibrant, rausca collection of more than 500 stalls over six levels that offer fish, fruit and ethnic food, old books and vinyl records, native jewellery, chocolate soap, a museum of giant shoes and a magic shop – and Loch Ness Blackberry Jam.

Very much a community project (it serves ‘senior’ meals, and includes a daycare centre, food bank and medical clinic), the market was launched as a protest against the price of onions being raised from 10 cents to $1.

A guided day tour to Mount Rainier National Park (two hours away) and a stop at the Visitor Centre at Paradise 5540 feet up included intriguing tales about the Big White Mountain, the 30 tribes in Washington State, and how logging became the main industry.

In the city again, we took a short tour of the Seattle Art Museum, with its dramatic Porcelain Room and a Mercedes Benz coffin from Ghana, where locals have also been buried in coffins shaped like a giant screwdriver, mobile phone or Coke bottle.

Along the waterfront, virtual reality ride Wings over Washington soars over mountains, valleys and waterfalls (complete with spray), and, from Pier 52, the ferry to Bainbridge Island offers terrific views of the Seattle skyline – and, in the distance, Mount Rainier. The island is ideal for driving or hiking around but, with limited time, we just browsed the little arty and clothes shops.

Whatever way you look at it – from up in the clouds, below ground or on the water – Seattle really does sparkle as an Emerald City.

“Seattle really does sparkle as an Emerald City”
Trademark Usage Guidelines

Updated August 2017

The Pike Place Market is a nine-acre Historic District in the heart of downtown Seattle, Washington. The Market’s landlord and management agency, the Pike Place Market Preservation & Development Authority (“PDA”), was established by the City of Seattle pursuant to State law and the City’s public corporation enabling ordinance. The PDA is a non-profit corporation chartered to protect and preserve the structures, traditional uses, and character of the Market Historical District.

Through years of use and through federal registration, the PDA owns trademark rights to the Pike Place Market name (and associated names) and the Market’s clock and sign image. The PDA is committed to enforcing its right to exclusive use of Pike Place Market trademarks. We have an active licensing program and license some uses when approved by the PDA Council and when a Trademark Licensing Agreement is in place.

PIKE PLACE MARKET TRADEMARKS INCLUDE:

Word Marks: THE PIKE PLACE MARKET
               PIKE PLACE
               PIKE PLACE PUBLIC MARKET
               PIKE PLACE FARMERS MARKET

Design Marks: The graphic representation of the rooftop sign located at the junction of Pike Place and Pike Street. The image includes the sign’s structural framework, the words PUBLIC MARKET CENTER and the clock face; as viewed from all perspectives or as depicted by other letter forms and graphic treatments:

In addition, the above PDA logos are reserved for PDA identification and Market-wide advertising. No businesses inside or outside the Market are permitted to use the PDA logo on any product or for any promotional purpose.
For more than 100 years of continuous operation, the words “Pike Place Market” have taken on meaning in the mind of the public beyond their descriptive, geographical origin. The words signify a traditional style of retail activity distinctly associated with the Pike Place Market as characterized by the Market’s high level of personal contact between individual buyers and sellers. The name carries with it an unusually high expectation of seller accountability, expressed for many years in the Market’s well-known slogan “Meet the Producer.”

The Pike Place Market was one of the first historic districts in the nation where the traditional uses and cultural environment of the area were mandated for preservation along with its architecture. In this spirit, the PDA endeavors to preserve and protect the Market’s trademarks so that merchants of the Market and the public can continue to enjoy the benefits of the Market’s longstanding reputation.

The goal of trademark law is to eliminate consumer confusion. Trademark law could not achieve this goal simply by prohibiting marks that are identical; thus, use of similar names and marks in connection with similar goods and services is prohibited because, though not identical, similar marks are likely to deceive consumers. In order to protect our trademarks, we prohibit direct use and copying of the specific trademarks listed above, as well as the use of a number of other similar names and marks—such as any reference to “Pike Place” or “Pike Market.”

WHO MAY USE PIKE PLACE MARKET TRADEMARK?

Through many years of use, the name “Pike Place Market” and associated trademarks have acquired special meaning for consumers as a form of identification for the Market’s unique atmosphere, which imparts real commercial value to the name. Merchants in the Market benefit from the equity built up in the name and trademarks, an equity that will be drastically diminished by the inappropriate or unauthorized use of the name and marks.

Pike Place Market merchants authorized to conduct business within the Market are entitled to use the name “Pike Place Market” and the PDA’s trademarks in accordance with either their rental agreement or lease with the PDA, for the limited purpose of identification and promotion of the location of their business. Leases and rental agreements do not entitle tenants to unrestricted use of PDA trademarks. Market merchants must obtain a license for any uses other than the limited use expressly permitted under their lease or rental agreement.

PDA daystall tenants are permitted to use the name Pike Place Market and the clock/sign image on products they hand make and sell in the Pike Place Market, according to their annual rental agreement. Sales of such products at any location outside of the Pike Place Market must be requested in writing in advance; any approval is granted on a yearly basis corresponding with the term of the annual rental agreement.

Businesses outside of the Market’s boundaries cannot use Pike Place Market as an identifier, unless correctly stating they are “near” or “next to” the Pike Place Market.

All other uses of the name “Pike Place Market” or the PDA’s trademark on any products or to promote any products or businesses are expressly prohibited unless a licensing agreement has been approved by the PDA Council. Generally, licenses will not be granted to organizations or individuals outside the Market unless they demonstrate that their use of the name or trademarks will enhance the goals of the PDA. In addition, any licensee will need to verify that all licensed products are manufactured in compliance with the Prohibition of Sweatshop Conditions and free of hazardous materials, among other requirements. Royalty rates will be set depending on type of use and may be required in advance.
GENERAL TRADEMARK USE REQUIREMENTS

In all cases, the primary purpose of employing PDA trademarks is:

1. To enhance the image of the Pike Place Market as defined by the PDA Charter.
2. To cultivate shoppers and promote retail sales for Market merchants.
3. To further public appreciation of the traditional character, purposes, and products of the Market.

GENERAL CONDITIONS FOR LICENSED USE

Non-exclusive licensing agreements for use of Market trademarks may be granted by the PDA under certain conditions, including:

1. The proposed licensed use is consistent with the primary purposes listed above.
2. The licensed use does not infringe upon licenses already granted, nor does it create confusion in the mind of the consumer, based on interpretation by the PDA.
3. The licensed use materially benefits and improves the Market community by producing revenues not otherwise available through normal Market resources.
4. The licensed product is consistent with the use permits granted by the Pike Place Market Historical Commission for merchandise sold within the Market. Additional information is available upon request.
5. Production methods of all licensed products must be consistent with the high standards established for Permitted Arts and Crafts:
   a. The licensee must be closely involved with the design of each article.
   b. The licensee must be closely involved with the production of each article.
   c. Design and production standards should relate to the specific materials and processes used to produce the specific item.

Food products, books, and print reproduction from original artwork and photography are exempt from this requirement.

6. The majority of the licensed product must be derived from original artwork, design or craftsmanship.

7. Food products considered for licensing will be those developed by Pike Place Market tenants who produce unique products with their own recipe (this condition is closely aligned with the trademark use requirement that calls for licensed items to further public appreciation of the traditional character, purpose and products of the Market). Creators of such food products could apply for a license to use the name Pike Place Market as part of their product name.

8. All products using Market trademarks are manufactured in compliance with the Prohibition of Sweatshop Conditions and free of hazardous materials. Upon request, applicant will disclose the names and locations of factories, and information about wages and working conditions, for all products using Market trademarks. See Exhibit A.

9. Items not in compliance with standards established in Conditions 4 through 7 above, but that demonstrate an extraordinary ability to meet the General Conditions for Licensed Use may, at the discretion of staff, be brought forward to the PDA Council for consideration.
TIMELINE
Trademark applications are reviewed by PDA staff to determine if they meet the required guidelines. If so, we will advise the applicant of the terms (such as length of license and royalty fees) that we are willing to support and present to the Market Programs committee of the PDA Council. If approved at this meeting, the application is forwarded to the PDA Council for consideration. This process can take two months or longer. Upon approval, a Trademark Licensing Agreement is prepared by PDA staff. This agreement specifies the terms and other requirements, including the notice of trademark ownership that is required to be printed on each product and an insurance requirement. This agreement will be given to the licensee for signature.

TRADEMARK LICENSE APPLICATION AND ROYALTY FEES
There is no fee to apply for trademark use. If an application is approved by the PDA Council, there is a non-refundable $250 start-up fee due before an agreement is drafted. The PDA will pay up to one hour of our legal costs in setting up the agreement; any addition legal expenses the PDA incurs in its work toward developing a Trademark Licensing Agreement for an applicant must be paid by the applicant. Royalty fees are charged and vary depending on the use, but are typically a percentage of sales.

FOR MORE INFORMATION
We appreciate your interest in the Pike Place Market’s trademarks and in helping the Pike Place Market PDA protect our trademark rights. If you have further questions, please contact Kalyn Kinomoto at the PDA at 206-774-5259 or kalyn.kinomoto@pikeplacemarket.org.
EXHIBIT A: PROHIBITION OF SWEATSHOP CONDITIONS

The Pike Place Market Preservation and Development Authority shall only license goods and services covered by this policy from applicants that ensure that all production facilities adhere to or exceed the following sweat free code of conduct in their practices and policies regarding applicable workers.

a. **Legal Requirements.** Production facilities shall comply with all applicable domestic labor, employment, health and safety, environmental, and building laws; the core conventions of the International Labor Organization, including those regarding forced and child labor, non-discrimination, and freedom of association and collective bargaining; and other internationally recognized labor rights, including those regarding health and safety, maternity leave, hours of work, wages, and homework.

b. **Wages and Benefits.** Production facilities shall pay a non-poverty wage. In the United States, the non-poverty wage is the level of wages required for a full-time worker to produce an annual income equal to or greater than the United States Department of Health and Human Services’ most recent poverty guideline for a family of three plus an additional 20% of the wage level paid either as hourly wage, health benefits, or pension benefits. Outside the United States, a non-poverty wage is a comparable nationwide wage and benefit level, adjusted to reflect the local cost of living, sufficient to raise a family of average size out of poverty.

c. **Hours of Work and Overtime.** Production facilities shall not require hourly and quota-based workers to work more than 48 hours per week or the limits on regular hours allowed by the law of the country of manufacture, whichever is lower. In addition, production facilities shall provide at least one day off in every seven-day period, as well as holidays and vacations. Production facilities shall ensure that all hours worked beyond the limits on working hours are voluntary, except as provided for by both national law and a bona fide collective bargaining contract. Required overtime should only be permitted when each of the following conditions exists: a) national law permits mandatory overtime; b) the facility is party to a collectively negotiated contract with a representative labor union and this contract permits mandatory overtime, and; c) mandatory overtime does not exceed the amount allowed by the collective contract. In addition to their compensation for regular hours of work, hourly and quota-based workers shall be compensated for overtime hours at such a premium rate as is legally required in the country of manufacture or, in those locations where such laws do not exist, at a rate at least one-and-one-half their regular hourly compensation rate.

d. **Discrimination and Women’s Rights.** Production facilities shall not discriminate in employment— including in hiring, salary, benefits, advancement, discipline, termination, retirement, or any other term or condition of employment or employer practice—on the basis of gender (including pregnancy), race, religion, age, disability, sexual orientation, nationality, political opinion, or social or ethnic origin. Production facilities shall not require pregnancy tests as a condition of employment, nor demand pregnancy tests of employees. Women workers shall receive equal remuneration, including equal pay, benefits, treatment, and opportunity to fill positions open to male workers.

e. **Harassment and Abuse.** Production facilities shall not harass or abuse workers sexually, psychologically, or verbally, or use corporal punishment.

f. **Freedom of Association.** Production facilities shall respect workers’ rights to freedom of association, collective bargaining, striking or other concerted protest, and filing of grievances.
PIKE PLACE MARKET PDA TRADEMARK LICENSE APPLICATION

Please complete and sign this application, acknowledging your understanding of our trademark ownership and our fee requirements.

1. Applicant Information

Name of Applicant: 
Business Name: 
Address: 
City, State, ZIP: 
Phone Number: 
E-mail Address: 

2. Please indicate which trademark(s) you are requesting permission to use (check all that apply):

DESIGN MARKS:

Note: If approved, our agreement will allow you to photograph the Market clock or use another image of it that you supply. This image must be shown in your sample (see below) for approval. The use of the PDA’s logo is not included.

WORD MARKS:

☐ THE PIKE PLACE MARKET
☐ THE PIKE PLACE PUBLIC MARKET
☐ THE PIKE PLACE FARMERS MARKET
☐ PIKE PLACE

3. Describe in detail how you would like to use the trademark(s). Include descriptions of proposed products and attach sample drawings to this application, as well as a sample of the actual product.

4. Describe your marketing plan in detail, including where the proposed items will be sold, for how much, how many will be produced, who they will be made or manufactured by, and any other details.
5. Describe how this trademark request meets the general use requirements listed on page A-4 of this document.

6. Please describe your production methods, and affirm that, unless exempt, they are in compliance with the Production Methods outlined in section 5. a.-c. above. For exempt products, please provide the names and locations of any third-party processing or manufacturing facility.

7. Will all items be manufactured in compliance with the Prohibition of Sweatshop Conditions and free of hazardous materials?

8. Upon request, will you be able to provide information about wages and working conditions of these factories?

TRADEMARK OWNERSHIP AND FEE REQUIREMENTS

In applying for use of the Pike Place Market PDA’s trademarks, I acknowledge the PDA ownership and authority over these Marks. I understand a $250 Start-Up Fee will be due upon PDA Council approval, prior to drafting of a Licensing Agreement, which will specify the amount of royalty fees for the use. I further understand that the PDA will pay for up to one hour of legal fees they incur should I have requested changes to the Licensing Agreement; I agree to reimburse the PDA for any legal fees they are charged in excess of one hour for the negotiation, preparation and/or defense of any proposed or signed Licensing Agreement related to this application or my use of the Pike Place Market trademarks.

Applicant Name/Title: __________________________________________________________

Applicant Signature: __________________________________________________________

Date: ________________________________

RETURN COMPLETED APPLICATION AND SAMPLES TO:  
Kalyn Kinomoto  ·  Pike Place Market PDA  ·  85 Pike Street, Room 500  ·  Seattle, WA 98101  
206-774-5259  ·  kalyn.kinomoto@pikeplacemarket.org
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Revised 11.28.17