



Market Programs - Meeting Agenda

Date: Thursday, March 13th, 2014

Time: 4:00 p.m. – 6:00 p.m.

Location:

Committee Members: Bruce Burger (Chair), Betty Halfon (Vice-Chair), Gloria Skouge, Ann Magnano, Patrice Barrentine, David Ghoddousi and Rico Quirindongo

4:00pm	I. Administrative:	Chair
	A. Approval of Agenda	
	B. Approval of the Market Programs February 13 th , 2014 Meeting Minutes	
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4:05pm	II. Announcements and/or Community Comments	
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4:15pm	III. Programs and Marketing Director's Report	
	A. Programs & Promotions Update	Emily Crawford
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4:20pm	IV. Presentation and Discussion Items	
	A. 2014 Daystall Rules Review - Presentation of Recommendations	David Dickinson
	A. Trademark Usage Guidelines Review	Ben Franz-Knight
	B. Establish Hearing Date - Schaible Appeal	Chair
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5:20pm	V. Action Items	
	A. Action Item: Proposed Resolution 14-17: Adoption of Daystall Rules and Regulations	Ben Franz-Knight
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5:45pm	VI. Resolution(s) to be Added to Consent Agenda	Chair
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5:50pm	VII. Concerns of Committee Members	
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5:55pm	VIII. Public Comment	
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6:00pm	IX. Adjournment	Chair
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Pike Place Market Preservation and Development Authority (PDA)

MARKET PROGRAMS COMMITTEE
Meeting Minutes

Thursday, February 13th, 2014
4:00 p.m. to 6:00 p.m.
Atrium Loft

Committee Members Present: Bruce Burger, Gloria Skouge, David Ghoddousi, Betty Halfon, Patrice Barrentine, Rico Quirindongo

Other Council Members Present: Patrick Kerr

Staff Present: Ben Franz-Knight, Kelly Lindsay, David Dickinson, Zack Cook, James Cornell, Ross O'Brien, Melissa Balding, Dana Gould, Dianna Goodsell

Others Present: Howard Aller, Sharon Mukai, Dean Moller, Pieter Muller, Chi Chang, Thora Cha, Va Cha, Chu Chang, Caitlin A. Bellum, Loren Ballard

The meeting was called to order at 4:02p.m. by Bruce Burger, Chair.

I. Administration

- A. Approval of the Agenda
Section III, Programs and Marketing Director's Report was moved after Presentations and Discussion Items.

The agenda, as amended was approved by Acclamation

- B. Approval of the January 15th, 2014 Meeting Minutes.
The minutes were approved by Acclamation

II. Announcements and Community Comments

Howard Aller commented on the updated Pike Place Market stationary logo and noted his discontent of the new design.

Kelly Lindsay responded to the Howard Aller's comment regarding the updated Pike Place Market stationary logo. She noted that the logo does include the full Pike Place Market under the iconic Public Market clock sign and that the updated logo is a variation of logo's consistently used in the past.

III. Presentations and Discussion Items

- A. Daystall Rules Review: Presentation of Proposals
David Dickinson presented the 2014 Daystall Rules Review; a copy of the 2014 Daystall Rules Proposals was included with the meeting minute's record. He reviewed the 2014 Daystall Rules Review summary list of rule proposals including proposals 1-25 and a brief description and initial staff recommendations of the following proposals.

There was a public comment section that followed regarding the 2014 Daystall Rules Proposals.

Craftsperson Sharon Mukai commented on Daystall proposal #1 which pertained to table rental fees. The proposal addressed anticipated staff proposal for raising rental rates on busier days. She noted that the rationale of fixing the problem of permit holders being turned away on busy weekend days by raising table rents was not good justification.

There were several public comments from the Pike Place Market farmers regarding Daystall proposals #12 through #15. There was a translator present to assist with questions and responses from the farmers. Propositions #12 through #15 pertained to farmers being allowed to purchase greenery. Zack Cook noted that staff's initial recommendation was not to support the proposals. Under the 2014 Daystall Rules Review Initial Staff Recommendation's it states that "While staff understands and appreciates the need farmers have in obtaining decorative greenery during the non-growing season, staff do believe that allowing farmers to purchase said greenery would be too great a departure from the historic requirement that everything sold on the farm tables be grown by the farmer. That said staff does recognize the communities need and having interests in sustaining a vibrant farm program during all season swill work with the community on an alternate solution to the issue.

There were several comments regarding Daystall Proposal # 2 pertaining to Farm & Craft and Smoking, Proposal #4 pertaining Buskers and noise on the bridge and Proposal # 9 pertaining to Craftspeople and Off Season list order.

- B. Trademark Renewal Application Discussion: Jewel Hospitality/Pike Place @ the Commons
Kelly Lindsay presented a brief overview on the Trademark Renewal Application for Jewel Hospitality at Pike Place & the Commons; a copy of her presentation was included with the meeting minute's record. She noted that roughly five years ago the PDA entered into a Trademark Licensing Agreement with Jewel Hospitality; the current Trademark agreement would be expiring soon. Kelly Lindsay asked if renewing the Trademark application with Jewel Hospitality would be something the Council would want to consider. A summary of the presentation was noted as follows;

Trademark License Agreement

Originally approved in 2009

- 2-year agreement with 3-year extension until 2011
- \$25,000 annual licensing fee (paid by Microsoft)
- Logo used for signage, uniforms, product signage, brochures and promotions (i.e punchcards) containers, product labels

Place Brands Represented

- Chukar Cherries
- Beechers Cheese
- MarketSpice
- Simply the Best
- Uli's Sausages

There was a discussion to follow with the committee.

Patrick Kerr noted that he would like to see more Market items sold at Pike Place & the Commons.

Betty Halfon noted that the licensing fee should be reconsidered due to the amount of income generated from the sales at the Pike Place & the Commons. She noted that we need to step up and make the venue space look and feel more "Market" like.

David Ghoddousi noted that when the Council originally approved the Trademark Agreement with Jewel Hospitality, they were tenants of the Market. He noted that the pig used at the Pike Place & the Commons should be used to benefit the Market Foundation and that a price point should be negotiated in use of the Pike Place Market brand.

IV.

V. Programs and Marketing Director's Report

A. Programs & Promotions Update

Kelly Lindsay briefly presented the Programs and Promotions Update for the month of February 2014. She provided an update on the monthly Marketing metrics with the committee.

VI. Action Items

A. Action Item: Proposed Resolution 14-08: Authorization for Non-Exclusive Trademark Licensing Agreement with Kim Drew

Kelly Lindsay introduced the resolution which states that 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, Market daystall tenant Kim Drew desires to make use of the Pike Place Market name and clock image in connection with matted prints, coasters and notecards featuring images of his original artwork (7 designs on 8x10" and 11x14" matted prints and 5x7" notecards; 10 designs on 4x4" coasters) for wholesale purposes; and, WHEREAS, PMPDA and Kim Drew have agreed that in accordance with the terms and conditions of this Agreement, Kim Drew may use the Pike Place Market name and design mark in the production and promotion of these products, with the prints and notecards made locally by Lantern Press and the coasters made by Kim Drew and sold on a wholesale basis to Puget Sound area gift and retail stores for a 2 year term, as long as he remains a daystall tenant in good standing; and, WHEREAS, Kim Drew agrees that he will not during the 2 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, Kim Drew agrees that he 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 and he will print a trademark notice on each product and on promotional and advertising materials for these products; 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 PDA in relation to these products; and, WHEREAS, Kim Drew agrees to pay the PDA a startup fee of \$250 and a royalty rate of 7% of gross sales for all licensed items sold. The start-up fee will be due upon signing the Trademark License Agreement; quarterly sales reporting and royalty fee payment will be due, with dates specified in the agreement.

NOW, THEREFORE, BE IT RESOLVED that the PDA Council authorizes the Executive Director or his representative to execute a non-exclusive trademark license agreement with Kim Drew for the use of Pike Place Market trademarks in the production and promotion of matted prints, coasters and notecards.

David Ghoddousi moved, Betty Halfon seconded

For: Bruce Burger, David Ghoddousi, Gloria Skouge, Ann Magnano, Patrice Barrentine, Rico Quirindongo

Against: Betty Halfon

Abstained: 0

There was a brief discussion that followed.

Resolution 14-08 passed with a vote of 6-1-0

B. Action Item: Proposed Resolution 14-11: Authorization for Addition of New PDA Employee Position: Farm Development Coordinator

Kelly Lindsay introduced the resolution which states that the WHEREAS, on October 7th, 1907 the Seattle City Council adopted ordinance No. 17187 establishing Pike Place as a public market for the sale of "fresh fruits, vegetables, berries and other farm and garden products, and accept also butter, eggs, cheese, poultry, meats, lard and preserved fruit and vegetables raised, produced or manufactured by the person selling or offering the same for sale", and; WHEREAS, the PDA Charter states: "the PDA, as a public trustee with the mission to ensure that the traditional character of the Public Market is preserved, is authorized to perform renewal, rehabilitation, preservation, restoration, development, and non-profit

management of structures and open spaces in the above-described areas in a manner that affords a continuing opportunity for Public Market farmers, merchants, residents, shoppers, and visitors to carry on their tradition of market activities. In addition to upgrading structures and public amenities in and around the Market Historical District, the PDA will initiate programs to expand food retailing in the Market Historical District, especially the sale of local farm produce...”; and,

WHEREAS, on February 28th, 2013 the PDA Council approved Resolution 13-12 identifying Strategic Goals and Programs (“a-f”) Intended to Increase Farmer Profitability and Enhance Support of Small and Independent Farmers at Pike Place Market, and; WHEREAS, although educational and financial resources are available to support farmers in this region, getting connected to the most helpful or applicable programs can prove challenging for a small farmer, and; WHEREAS, one of the nation’s largest farmers market organizations, GrowNYC, has proven the benefits to farmers markets of providing new farmer development and assistance for established farmers through their successful FARMroots Program, and; WHEREAS, the addition of a Farm Development Coordinator position to the Farm Program staff will allow the Pike Place Market to work one-on-one with farmers to identify needs, connect with resources, ensure compliance with rules and regulations and support their continued presence at Pike Place Market, and; WHEREAS, this position was not originally included in the 2014 PDA Annual Operating Budget approved by the PDA Council in November 2013, THEREFORE, BE IT RESOLVED that the PDA Council authorizes an additional annual expense not to exceed \$57,000 to the 2014 PDA Annual Operating Budget to allow for salary, taxes and benefits for this position.

Ann Magnano moved, Rico Quirindongo seconded

For: Bruce Burger, David Ghoddousi, Gloria Skouge, Ann Magnano, Patrice Barrentine, Rico Quirindongo
Against: Betty Halfon
Abstained: 0

There was a brief discussion that followed.

Resolution 14-11 passed with a vote 6-1-0

C. **Action Item:** Proposed Resolution **14-10:** Authorization for Addition of Two New Express Market Locations: Virginia Mason and Microsoft

Kelly Lindsay introduced the resolution which states that the Pike Place Market Preservation and Development Authority (PDA) currently operates seasonal Pike Place Express Market (Express Markets) farmers markets in three locations throughout downtown Seattle: City Hall Plaza (est. 2009), South Lake Union at Amazon.com (est. 2011), and Pioneer Square at Occidental Park (est. 2013), and; WHEREAS, these markets provide an essential revenue stream for PDA farmers and artisan food producers while promoting the overall Pike Place Market brand to members of our target audience, and; WHEREAS, vendors at Express Market locations are required to be permitted Daystall PDA farm vendors, or artisan food producers (consistent with the recommendations in the Farm Program Strategy Report presented to Council on May 28, 2013) or PDA commercial tenants who sell prepared food products sourced primarily from Washington State farmers and; WHEREAS, for every day a permitted Daystall vendor sells at an Express Market, they must have an equivalent sales day at Pike Place Market, and; WHEREAS, Express Markets are operated in compliance with the Washington State Farmers Market Association Roots Guidelines and the City of Seattle’s Definition of an Eligible Farmers Market, both of which stipulate that more than 51% of sales at the market must be from Washington State farmers, and; WHEREAS, staff shall update the PDA Council annually on the status of vendor sales, attendance counts, and operational issues related to all Pike Place Market Express-branded satellite market locations and, WHEREAS, Express Market locations are developed in order to support Pike Place Market’s farm sales activities and Pike Place will continue to be the center of focus for farmer-related recruitment and activity in keeping with our “Meet the Producer” mission.

NOW, THEREFORE, BE IT RESOLVED that the PDA Council authorizes the Executive Director or his representative to execute an agreement between the Pike Place Market Preservation Development Authority and Virginia Mason Medical Center to take over management of the existing farmers market at Virginia Mason on First Hill and to promote it as a Pike Place Express Market between June and October,

and; BE IT FURTHER RESOLVED that the PDA Council authorizes the Executive Director or his representative to execute an agreement between the Pike Place Market Preservation Development Authority and Compass Group to create and manage a Pike Place Express Market at the Commons within Microsoft's Redmond campus between June and October.

Ann Magnano moved, Rico Quirindongo seconded

For: Bruce Burger, Betty Halfon, Gloria Skouge, Ann Magnano, Patrice Barrentine, Rico Quirindongo

Against: David Ghoddousi

Abstained: 0

There was a brief discussion that followed.

Resolution 14-10 passed with a vote of 6-1-0

VII. Items for the Consent Agenda

Resolution 14-08 was mutually agreed by the committee to be placed under the Consent Agenda.

Ann Magnano left at 6:26p.m.

VIII. Concerns of Committee Members

Betty Halfon noted her concern regarding the updated Pike Place Market PDA logo.

IX. Public Comment

There was public comment from several of the community members from the 2014 Daystall Rules Review and following Rule Proposals discussed earlier.

IX. Adjournment

The meeting was adjourned at 6:32 pm by Bruce Burger, Chair

Meeting minutes submitted by:
Dianna Goodsell, Administrative Services Coordinator



Pike Place Market Preservation and Development Authority (PDA)

PROPOSED RESOLUTION 14-17

Adoption of Daystall Rules and Regulations

MARCH 2014

WHEREAS, the PDA conducts an annual review of the Daystall Rules and Regulations; and

WHEREAS, the PDA solicited and received suggestions from the Daystall community regarding rule changes; and

WHEREAS, the PDA staff has held Daystall community meetings regarding the potential changes and have altered the initial proposed changes to Daystall Rules and Regulations based upon those meetings; and on February 13th, 2014 the Market Programs Committee held an open public meeting that discussed and considered rule changes with opportunity for public comment;

THEREFORE BE IT RESOLVED that the PMPDA Council hereby approves the following 2014 changes to the Daystall Rules and Regulations as noted on Exhibit A.

Gloria Skouge, Secretary-Treasurer

Date

Date Approved by Council:

For:

Against:

Abstained:



PIKE PLACE MARKET TRADEMARK USAGE GUIDELINES

Updated March 2014

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 Mark:



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 comply with the Standards for Permitted Arts and Crafts Merchandise as outlined in the Daystall Rules and Regulations. See Exhibit A. Food products, and print reproduction from original artwork and photography are exempt from this requirement.
6. 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 B.

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 additional 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 using 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 Sue Gilbert Mooers at the PDA at 206-774-5259 or sue@pikeplacemarket.org.

EXHIBIT A:

VI. APPENDIX: STANDARDS FOR PERMITTED ARTS AND CRAFTS MERCHANDISE

A. Statement of Intent

The Market's Standards for Permitted Merchandise operate as guidelines in determining whether or not a crafts item qualifies as "handmade." In order to qualify as "handmade," an article must be produced using a variety of raw materials, creative energy and skill.

1. The artist/craftsperson must be closely and thoroughly involved with the design of each article.
2. The artist/craftsperson must be closely and thoroughly involved with the production of each article.
3. Design and production standards should relate to the specific materials and processes used to produce a specific craft.

EXHIBIT B: 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 sweatfree 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 Daystall Rules and Regulations Standards for Permitted Arts and Crafts. 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:

Sue Gilbert Mooers | Pike Place Market PDA | 85 Pike Street, Room 500 | Seattle, WA 98101 | 206-774-5259
sue@pikeplacemarket.org