



**City of Coral Gables
CITY COMMISSION MEETING
October 10, 2017**

ITEM TITLE:

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF CORAL GABLES, FLORIDA DIRECTING THE CITY ATTORNEY TO TAKE ALL NECESSARY ACTION TO PROTECT "MIRACLE MILE" AS A TRADEMARK

(Sponsored By Mayor Valdés-Fauli)

BRIEF HISTORY:

The City Attorney's Office was recently informed of a pending federal trademark application by a company in Illinois seeking to trademark the phrase "Miracle Mile" as part of "Miracle Mile Shops". The phrase "Miracle Mile" has been used by and associated with the City of Coral Gables and its Business Improvement District (BID) for decades. A resolution passed in 1947 by the Coral Gables City Commission designated the portion of Coral Way between Douglas Road and Le Jeune Road as the "Miracle Mile Section of Coral Way".

Protection of the phrase "Miracle Mile" is of utmost importance to the City as well as the BID. The City Commission directs the City Attorney's Office, with the assistance outside special trademark counsel, to take all necessary action to protect "Miracle Mile" as a trademark, including, but not limited to, requesting an extension of the pending application by the Illinois company, and formally opposing the application should a settlement not be reached.

In addition, the City Attorney's Office is directed to prepare and file necessary trademark applications on behalf of the City and The BID in order to assert and protect existing rights regarding use of the phrase "Miracle Mile".

1. Proposed Resolution