



**Washington State
Liquor Control Board**

April 14, 2010

To: Sharon Foster, Board Chairman
Ruthann Kurose, Board Member

From: Karen McCall, Senior Policy/Legislative Analyst

Subject: Rescind LCB Interim Policy #1-02 Use of licensed sports team name and trademark.

The purpose of this policy was to allow liquor manufacturers, importers, distributors, or their agents to use the name and trademarks of a professional sports team in their advertising and promotions, under limited and defined circumstances. Rules to implement interim policy #1-02 were adopted March 3, 2010.

Move to rescind LCB Interim Policy #1-02.

✓
Approve

Not Approve

Sharon Foster
Sharon Foster, Board Chairman

✓
Approve

Not Approve

Ruthann Kurose
Ruthann Kurose, Board Member



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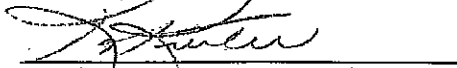
Liquor Control Board Policy Number 1-02

Subject of policy: Use of licensed sports team name and trademark
Effective date: April 18, 2000
Ending date: To remain effective until the completion of rule making on chapter 314-52 WAC

Approved:


Eugene Prince, Chair


Vera Ing, Board Member


Katharine Kreiter, Board Member

Purpose statement:

The purpose of Liquor Control Board Policy 1-02 is to allow liquor manufactures, importers, distributor, or their agents to use the name and trademarks of a professional sports team in their advertising and promotion, under limited and defined circumstances.

Policy Statement:

Until rule making on chapter 314-52 WAC is completed (which outlines the guidelines for liquor advertising) staff will use the following policy:

Professional sports teams who hold a retail liquor license or their agents may accept bona fide liquor advertising from manufacturers, importers, distributors or their agents for use in the sporting arena and may license the manufacturer, importer, distributor, or their agents to use the name and trademarks of the professional sports team in their advertising and promotions, under the following conditions.

- Such advertising must be paid for by said manufacturer, importer, distributor or their agent at the published advertising rate or at a reasonable fair market value.
- Such advertising may carry with it no express or implied offer on the part of the manufacturer, importer, distributor or their agent, or promise on the part of the retail licensee whose operation is directly or indirectly part of the sporting arena, to stock or list any particular brand of liquor to the total or partial exclusion of any other brand.