



Mike Glenn <michael.glenn@devion.com>

Save Newport Boat Parade

Mike Glenn <michael.glenn@devion.com>
To: Steve Rosansky <steve@newportbeach.com>

Tue, Nov 24, 2020 at 4:52 PM

And does the Newport Beach Chamber of Commerce hold a trademark or copyright over the name Newport Beach Boat Parade?

On Tue, Nov 24, 2020, 4:36 PM Steve Rosansky <steve@newportbeach.com> wrote:

The Commodores Club is a committee within the Chamber of Commerce. In order to be a Commodore, the individual has to be a Chamber member or a designated employee of a Chamber member. The Chamber is the host and organizer of the parade. As such we accomplish that with paid Chamber staff and volunteers made up of the Commodores Club and other chamber members as well as members of the public that also volunteer to assist with the tasks necessary to hold a safe and successful parade.

Steve

Steve Rosansky

President and C.E.O.



Newport Beach Chamber of Commerce

The Business and Community Resource

**4343 Von Karman Ave., Ste. 150-W
Newport Beach, CA 92660**

PH: (949) 729-4404

FX: (949) 729-4417

www.NewportBeach.com



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From: Mike Glenn [mailto:michael.glenn@devion.com]

Sent: Tuesday, November 24, 2020 4:31 PM

To: Steve Rosansky

Subject: Re: Save Newport Boat Parade

Just to be clear, your statement included in the email that you just said is that the Chamber of Commerce organizes the boat parade every year.

it is my understanding that the Commodores organize the boat parade every year.

Are the Commodores no longer organizing the boat parade, and does that power now fall with the chamber?

thanks so much for clarifying the truth so that everybody can understand it.

Mike

On Tue, Nov 24, 2020, 4:04 PM Steve Rosansky <steve@newportbeach.com> wrote:

Hi Mike:

It has come to our attention that you are promoting a holiday boat parade on the Save Newport website (<https://savenewport.com/author/admin/>) as an alternative to the Newport Beach Christmas Boat Parade which the Newport beach Chamber of Commerce has organized for decades but which was cancelled this year due to the coronavirus pandemic. Although we don't think it is prudent to be hosting an alternative parade for the same reasons we canceled ours, we recognize that you have the ability to do so. What we don't agree with is the marketing of your event in a way that confuses people into thinking that your parade is the same one we cancelled. Whether this was intentional or unintentional, we are bringing it to your attention and we are requesting that you modify the name of your marketed event as well as cease using our marketing collateral materials to promote your parade.

To be specific, your website calls the parade you are marketing the "Newport Beach Christmas Boat Parade" which is the same name we use. This is misleading the public as well as the boaters that you are soliciting to register. We request that you alter the name so as to avoid confusion.

Your website also uses our exact Boat Parade map and list of marker points along the parade route. Again, this can only serve to mislead the public and boaters into believing that this is the same parade we have hosted and organized these many years. It is also a form of plagiarism. We request that you remove the map and list from your website and replace them with a graphic of your own design.

I would also note that the Chamber of Commerce has not only marketed the parade, we have been the sole organizer of the parade. The parade does not happen on its own. It is the result of months of planning in order to ensure the safety of the participants both on land and water. Apparently, you do not have regard for public safety on land as having the parade amounts to having a series of Super Spreader events, the exact reason we decided it was prudent to cancel this year. I am also doubtful you have the ability to muster the resources necessary to ensure that parade participants can safely participate in the parade. I hope you will consider this and act accordingly.

Sincerely,

Steve Rosansky

Steve Rosansky

President and C.E.O.



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14 attachments





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