



OFFICE OF THE MAYOR  
CITY OF CHICAGO

RICHARD M. DALEY  
MAYOR

**Executive Order No. 2009-1**

**WHEREAS**, for over a century, the Olympic and Paralympic Games have been the world's greatest festival, a unique blending of sport with culture and education that celebrate a way of life based on the joy of effort, the educational value of a good example, the respect for universal fundamental ethical principles, all in the context of athletic competitions held in a spirit of friendship, solidarity and fair play; and

**WHEREAS**, hosting the 2016 Olympic and Paralympic Games (hereafter the "2016 Games") will showcase the City of Chicago on the world stage, leaving lasting legacies that will benefit the City of Chicago and provide economic benefits from increased tourism and global recognition; and

**WHEREAS**, the International Olympic Committee's form of Host City Contract, under which the host city will conduct the Games of the XXXI Olympiad, requires certain commitments from each candidate city. These include commitments to take necessary steps to protect the Olympic and Paralympic properties, such as marks and symbols (referred to herein as brand protection), in order to safeguard the marketing and intellectual property rights of the International Olympic Committee, the International Paralympic Committee and the 2016 Games sponsors and commercial partners; and

**WHEREAS**, in the City of Chicago Olympic Approvals Ordinance, enacted by an act of the City of Chicago City Council on January 13, 2009, the City Council authorized the Mayor to appoint members to an Olympic Brand Protection Commission to assist the Chicago Organizing Committee for the 2016 Olympic and Paralympic Games (hereafter "CHICOG") in protecting the Olympic and Paralympic marks and preventing ambush marketing at the 2016 Games; and

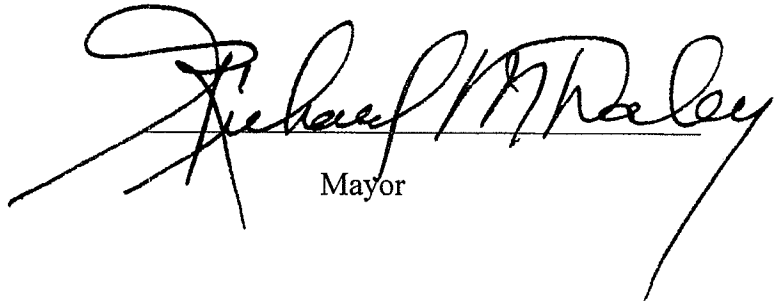
**WHEREAS**, the City's ability to fulfill its obligations under the Host City Contract will be enhanced through the creation of a commission specifically charged with addressing brand protection and ambush marketing issues; now, therefore,

**I, Richard M. Daley**, Mayor of the City of Chicago, do hereby order as following:

1. In the event the City of Chicago is selected the Host City for the 2016 Olympic and Paralympic Games, there shall hereby be created a Commission on Olympic and Paralympic Brand Protection (hereinafter, "Commission"), consisting of aldermen, commissioners of departments of the City of Chicago and employees of CHICOG.

2. The Commission shall have the following powers and duties:
- (a) Prepare a comprehensive plan for addressing brand protection issues and combating ambush marketing during the period of time beginning two (2) months prior to the opening ceremonies of the 2016 Games and continuing until two (2) weeks after the closing ceremonies of the 2016 Games (hereafter the "Games Period").
  - (b) Identify and examine existing City of Chicago ordinances and laws, as well as other existing remedies that may be applicable to deter ambush marketing and prevent misleading or deceptive conduct in connection with the 2016 Games.
  - (c) Develop and recommend to the City Council supplemental legislation in order to address brand protection and ambush marketing during the Games Period, including legislation to address street vending, ticket scalping, signage, zoning, traffic and parking and to provide supplemental penalties for violations of existing legislation (including injunctive relief and/or fines), to be presented to the City Council for passage no later than January 1, 2014.
  - (d) Work with the City of Chicago Police Department and the Chicago Olympic Public Safety Command ("COPSC") in developing mechanisms for the expedited enforcement of brand protection and ambush marketing legislation during the Games Period.
  - (e) Assemble and maintain a list of City of Chicago, State of Illinois, and federal code provisions, regulations, statutes, and common-law provisions potentially applicable to ambush marketing and coordinate with other constituencies to implement these provisions to address brand protection and ambush marketing during the Games Period.
  - (f) Develop other brand protection initiatives to be undertaken by the City of Chicago, including, but not limited to, educating the public about ambush marketing, its detrimental effect on the 2016 Games and the Olympic Movement and legal ramifications of engaging in ambush marketing activities.
  - (g) Enlist and encourage the cooperation of community organizations, the business community and other groups in supporting City of Chicago, CHICOG, the International Olympic Committee and the International Paralympic Committee brand protection initiatives.
  - (h) Advise, consult and cooperate with CHICOG, the International Olympic Committee and the International Paralympic Committee in the furtherance of brand protection initiatives for the 2016 Games and efforts to combat ambush marketing.


- (i) Establish procedures and rules for the Commission's operation and adopt regulations consistent with the provisions of this Executive Order to further implement the brand protection and ambush marketing goals and objectives specified herein.
  - (j) Establish a procedure to utilize and identify legal venues necessary to enforce the applicable law.
3. This order shall take effect upon its execution and filing with the City Clerk.



Richard A. Waley  
Mayor

Dated: March 31, 2009

Received and filed March 31, 2009



Miguel del Valle  
City Clerk