



For Immediate Release

Park City Trademark Dispute Resolved

Mayor Jack Thomas expresses his appreciation for Vail Resort's decision to withdraw its trademark application; commends the community for its commitment to Park City

Park City, Utah
July 16, 2016

Earlier this morning Mayor Jack Thomas received a call from Bill Rock, Chief Operating Officer of Park City Mountain Resort that Vail Resorts was withdrawing its application for trademark of the words 'Park City'. Mayor Thomas said he appreciates Vail's decision to withdraw its trademark application. *"I also appreciate Vail's commitment to modify wayfinding signage and logos on vehicles to clear up confusion in the community."*

In June the Park City Council held a public hearing on the trademark issues, and subsequently, filed for an extension. In July the City filed for and was granted a second extension. During that time City officials continued to meet with executives from Vail Resorts and Park City Mountain Resort to work to resolve the issues related to the trademark, protecting local businesses and clearing up confusion of local signage.

Mayor Thomas expressed his deep gratitude for the extensive community involvement over the past months. *"I am proud of the civil and constructive comments from the public and stakeholders such as Future Park City throughout the process. From the City Council meeting in June to the peaceful protestors last week, and the nearly 800 people who provided feedback through the City's website, the community has been at the forefront of this process and the City Council and I were listening every step of the way."*

Thomas also noted the important role of the Summit County Council, who also filed for and were granted two extensions in the trademark process. Park City Mountain Resort spans the jurisdictions of Park City and Summit County. Thomas said, *"the Park City Council and I want to thank County Council Chairman Roger Armstrong and the entire County Council for their leadership and continued support on this issue"*. Mayor Thomas also expressed his thanks to former Mayor Dana Williams. *"This morning I called Dana to thank him for his efforts and for his sustained support of the community."*

Park City is built on partnerships; partnerships with our local businesses, with nonprofits, other governments and, most importantly, with our citizens. *"Our strong relationship with both of our ski resorts has been and will continue to be critical to our success,"* Mayor Thomas said. *"We look forward to getting back to the important work we are doing with both resort partners on the City Council's Critical Priorities of Transportation, Housing and Energy."*

Mayor Thomas acknowledged that this has been an arduous, and at times contentious process. He commended Rock as a gracious and strong leader both for his resort and within our community. *"I appreciate all of the work that Bill has done in and for this community and I look forward to the good work we and our teams will do together in the coming weeks, months and years."*

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Media Contact:

Phyllis McDonough Robinson
Public Affairs Manager
435-615-5191