



The School Board of Miami-Dade County, Florida
SCHOOL BOARD ADMINISTRATION BUILDING
Bureau of Procurement and Materials Management
1450 N.E. 2nd Avenue, Suite 650
Miami, FL. 33132

Direct All Inquiries To
Procurement Management Services
Contact Person:

PHONE: (305) 995-1434
TDD PHONE: (305) 995-2400

BID/RFP ADDENDUM

Date: **10/20/2014**
Addendum No. **1**

BID/RFP No.: **RFP-14-007-MT**
BID/RFP TITLE: **Branding and Marketing Consulting Services**

This addendum provides answers to questions received and modifies the conditions of the above referenced BID/RFP as follows:

Please see the following page(s) that address the questions received for this solicitation. All other terms and conditions contained with the above-referenced RFP remain the same.

I acknowledge receipt of Addendum Number#1

PLEASE NOTE: This Addendum must be noted on Exhibit #3, Acknowledgement of Amendments, contained within the RFP.

(PLEASE TYPE OR PRINT BELOW)

LEGAL NAME OF BIDDER: _____

MAILING ADDRESS: _____

CITY, STATE ZIP CODE: _____

TELEPHONE NUMBER: _____ E-MAIL I.D. _____ FAX # _____

BY: SIGNATURE (Manual): _____
OF AUTHORIZED REPRESENTATIVE

NAME (Typed): _____ TITLE: _____
OF AUTHORIZED REPRESENTATIVE

RFP14-007-MT, Branding and Marketing

1. In regards to "trademark and copyright protection and licensing of district logos and intellectual properties," would the Agency be responsible for securing the proper usage rights with our legal counsel or would the MDCPS legal counsel assist the Agency in doing so.

Answer: The School Board has secured certain usage rights through the certification of District owned logos. For purposes of this question, we assume "Agency" means "contractor." Contractor can secure additional proper usage rights through its own counsel. Contractor may also utilize MDCPS legal counsel, as needed.

2. Can you provide examples or direct us to the location on your website to view some of your current licensed marks, merchandise, promotional or intellectual products (if some do exist)?

Answer: Contractor may search for current licensed marks with the State of Florida at <http://search.sunbiz.org/Inquiry/CorporationSearch/ByTrademarkOwner> and with the United States Patent and Trademark Office at <http://www.uspto.gov/>. In addition, upon the selection of the Contractor tasked with the assessment, creation, development and management of a District managed licensing and merchandise branding program, the District will provide said firm with a list of its licensed marks.

3. If you have a similar program in place (marks used to generate revenues) how do your licensed marks, merchandise, promotional products and intellectual products generate revenue for the school district currently?

Answer: The School Board does not currently have a "similar program" in which its licensed marks are systematically generating revenue for the District. However, individual schools secure agreements with vendors to provide services at negotiated rates.

4. To what kinds of vendors do you currently market these marks and products? If you are not currently marketing to specific vendors, what would your wish-list of vendors look like? What kind?

Answer: The School Board is not marketing its marks to a specific "kinds of vendors." Moreover, the District is seeking to establish a relationship with vendors to maximize revenue in a manner consistent with its educational mission.

5. On page 21, under 2.2, it says that the scope of services requested "includes creating an integrated program to identify and create a portfolio of possible types..." Can you provide an idea of how many different types of copyrights or intellectual property protections you envision for the term of the contract? Are there different divisions under the school system that would need different markings and what would those divisions be?

Answer: The District owns and manages a wide variety of school marks associated with school names, mascots and programs; therefore, the District seeks a Contractor that can identify, recommend and possibly secure a variety of intellectual property protections for individual schools and programs. The District does not place a limitation as to the amount and divisions of these needs at this time, and will accept recommendations from the Contractor for intellectual property not catalogued or identified. However, the District has registered an estimate of 60 marks with the State of Florida and the United States Patent and Trademark Office (USPTO).

6. Is this a "per school" need, an overall branding need for M-DCPS in general, or a combination of both?

Answer: Both.

7. Does M-DCPS have a budget for at least the first year of the program, if not the entire term?

Answer: No