

**REPORT/RECOMMENDATION TO THE BOARD OF SUPERVISORS
OF SAN BERNARDINO COUNTY
AND RECORD OF ACTION**

September 9, 2025

FROM

ANDREW GOLDFRACH, ARMC Chief Executive Officer, Arrowhead Regional Medical Center

SUBJECT

Arrowhead Regional Medical Center's Trademark Renewal for The Heart of a Healthy Community

RECOMMENDATION(S)

Authorize the ARMC Chief Executive Officer to electronically execute and transmit the necessary declaration and application of renewal with the United States Patent and Trademark Office, subject to review by County Counsel, to maintain its trademark in the total amount of \$1,300.

(Presenter: Andrew Goldfrach, ARMC Chief Executive Officer, 580-6150)

COUNTY AND CHIEF EXECUTIVE OFFICER GOALS & OBJECTIVES

Pursue County Goals and Objectives by working with Other Governmental Agencies.

Provide for the Safety, Health and Social Service Needs of County Residents.

Improve County Government Operations.

FINANCIAL IMPACT

Approval of this item will not result in the use of Discretionary General Funding (Net County Cost) as the cost of \$1,300 is funded by State Medi-Cal, Federal Medicare, private insurance, and other departmental revenue. Funding sources may change in the future pending any legislative activity related to the repeal and/or replacement of the Affordable Care Act. Adequate appropriation and revenue have been included in the Arrowhead Regional Medical Center (ARMC) 2025-2026 budget.

BACKGROUND INFORMATION

On July 30, 2015, ARMC filed a Trademark/Service Mark Application with the United States Patent and Trademark Office (Patent Office) to have the phrase "The Heart of a Healthy Community" trademarked. On or about April 26, 2016, the Patent Office approved and registered the trademark.

To maintain the trademark's status, ARMC must file a Combined Declaration of Use and/or Excusable Non-use/Application for Renewal under Sections 8 and 9 between the ninth and 10th anniversaries of the registration, and each successive 10-year period thereafter. ARMC is currently between the ninth and 10th anniversary window and is therefore required to file the renewal documents.

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On May 18, 2021 (Item No. 18), Board of Supervisors approved the ARMC Chief Executive Officer or its designee to electronically execute and submit a combined declaration of use and declaration of Incontestability with the Patent Office.

The trademark is actively used in ARMC publications, website, announcements, newsletters, brochures, and educational materials distributed to the public. Maintaining this trademark supports ARMC's brand identity and safeguards against unauthorized third-party use. ARMC has previously taken action to prevent third parties from using its trademark without authorization.

ARMC recommends approval of this item to allow ARMC to electronically execute and submit the renewal documents with the Patent Office to ensure continued protection of the trademark.

PROCUREMENT

Not Applicable.

REVIEW BY OTHERS

This item has been reviewed by (Charles Phan, Supervising Deputy County Counsel, 387-5455) on July 30, 2025; ARMC Finance (Chen Wu, Finance and Budget Officer, 580-3165) on August 15, 2025; and County Finance and Administration (Jenny Yang, Administrative Analyst, 387-4884) on August 21, 2025.

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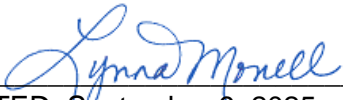
Record of Action of the Board of Supervisors
San Bernardino County

APPROVED (CONSENT CALENDAR)

Moved: Joe Baca, Jr. Seconded: Curt Hagman

Ayes: Col. Paul Cook (Ret.), Jesse Armendarez, Dawn Rowe, Curt Hagman, Joe Baca, Jr.

Lynna Monell, CLERK OF THE BOARD

BY 
DATED: September 9, 2025



cc: File - Medical Center
CCM 09/11/2025