

MOTION**DIRECTORS ROBERTS AND FASANA****AUGUST 26, 2004**

THE NAME METRO HAS BEEN USED SINCE 1991 BY THE MTA PREDECESSOR AGENCIES WHEN MARKETING TRANSIT-RELATED SERVICES (IT IS USED WORLD-WIDE FOR TRANSIT. THE DICTIONARY DEFINES METRO AS A SUBWAY).

AT THE JULY 2003 COMMITTEES, A LOGO IDENTITY REPORT WAS PRESENTED TO THE BOARD WITH PROPOSED LOGO CHANGES FOR FULL TRADEMARK PROTECTION. NO ACTION WAS TAKEN AT ANY OF THE COMMITTEES.

SINCE THERE HAS BEEN NO POLICY ADOPTION BY THE BOARD PERTAINING TO THE USE OF METRO FOR BOARD-RELATED ITEMS, **WE THEREFORE MOVE** THAT THE ACRONYM "MTA" BE USED WHEN REFERRING TO THE MTA BOARD AND FOR ALL BOARD-RELATED ITEMS, SUCH AS BOARD REPORTS, MEDIA EVENTS, ETC.

(This would not affect vehicles or other Metro-related items)