

SECTION 1.1
REPORT OF MARK PROTECTION COMMITTEE ACTIONS
September 2012 - August 2013

Members of the Mark Protection Committee from September 2012 through August 2013 were as follows, with the expiration of membership listed in parentheses after their name: Tim Illingworth (elected until 2013), Kevin Standlee (elected until 2013), Ben Yalow (elected until 2013), Linda Deneroff, (elected until 2014), Sandra Levy (appointed by Chicon 7 until 2014), Ian Stockdale (appointed by Renovation until 2013), Dave McCarty (elected until 2014), Warren Buff (elected until 2014), Stephen Boucher (elected until 2015), Scott Dennis (elected until 2015), Donald E. Eastlake III (elected until 2015), Randall Shepherd (appointed by LoneStarCon 3 until 2015) and Paul Dormer (appointed by Loncon 3 until 2016). Dina Krause's and Mark Linneman's terms expired at the conclusion of the 2012 meeting, and the MPC thanks them for their services to this committee. Kevin Standlee was re-elected Chairman; Linda Deneroff, Secretary; and Scott Dennis, Treasurer.

The MPC Finance Report is appended at the end of this document. Reports from the Hugo Awards Marketing Committee and Worldcon Website Working Group will be submitted separately from those committees.

Though this was a quieter year than the previous two, the Mark Protection Committee accomplished some major items between September 2012 and August 2013, as follows:

1. As of September 10, 2012, the domains Worldcon.org, hugo.org, and nasfic.org were transferred to the control of Mike Scott. The domain servers are still the same.
2. With the approval of the MPC, the Chair appointed Dave McCarty as Hugo Awards Marketing Committee Chair for the 2012-2013 year. Dave recommended (and again the MPC ratified) re-appointing the three incumbent members (Kevin Standlee, Mark Olson, Craig Miller).
3. Also in September, the Mark Protection Committee appointed Cheryl Morgan to the Hugo Awards Marketing Committee (as recommended by HAMC Chair Dave McCarty) by a vote of 8-0. We expected him to submit additional recommendations for MPC's approval, but he has not yet done so. One of Cheryl's first duties was to move the location of the various accounts that HAMC manages, including the LaughingSquid web hosting account, to new cloud-based hosting from the existing web host and to update TheHugoAwards.org WordPress installation to the current version. The design of the site was also updated.

4. The MPC's biggest accomplishment also occurred in September 2012: The Chicago International Film Festival agreed to stop calling its awards, "Hugo Awards". We got nearly everything we could have reasonably expected.
5. Again in September, Don Eastlake reported that he had located the original registration certificates issued by the US Patent and Trade Mark office in 1984 for WSFS, WORLDCON, WORLD SCIENCE FICTION SOCIETY, THE HUGO AWARD, and WORLD SCIENCE FICTION CONVENTION. They were in an envelope from George H. Mitchell, Jr., the father of the George Mitchell who currently hosts domain and web service for many of our domain names. The senior Mitchell was the original trademark attorney for the Society. Don has relocated them to his safety deposit box until such time as the MPC makes further disposition of them.
6. In October 2012, the China Daily prepared an article about Ken Liu, who had won a Hugo award for best short story for "The Paper Menagerie" and was also nominated for "The Man Who Ended History." They enquired if anyone at the World Science Fiction Society be willing to comment on why his stories have resonance, or were nominated, etc. We referred this to the Hugo Awards Marketing Committee, since it seemed to be more in their remit, and the article appeared at http://usa.chinadaily.com.cn/china/2012-10/23/content_15837607.htm.
7. Scott Dennis was directed to provide Linda Deneroff with a bank signature card to add her to the MPC checking account, but as of the time of this report, he has not yet done so. The Committee would like to have at least two members with signature authority on its bank account.
8. The MPC held a Skype meeting in October 2012 at which it discussed the CIFF Hugos Issue Resolution, the WSFS.org domain transfer; TheHugoAwards.org host transfer, the Worldcon Web Site Working Group, and the worldcon.com transfer.
 - While it might be difficult to keep media reports from reporting CIFF's Hugos as "Hugo Awards," as long as CIFF doesn't officially use that phrase, we should be okay. (And if we see any such use, we can send out clarifications if and when they happen.)
 - At that time, we were still trying to resolve the domain-name ownership issues. (The issues have since then finally been resolved so that all of the WSFS domains are under common management and transferred out of the clutches of Network Solutions.)

- TheHugoAward.org's domains have been hosted through LaughingSquid on an account owned by Deb Geisler. She periodically bills Scott for the hosting fees and he sends her a check. Since they were phasing out their old hosting system in favor of a cloud-based server system, they became increasingly insistent about getting us and the last of their old accounts to move, which Kevin and Cheryl started just before this meeting commenced. Since it meant creating a new billing account at Laughing Squid, Kevin did so in his own name, using his credit card, and address, thus transferring the hosting fees from Deb to Kevin. The final transfer took place about a week after this meeting. (WSFS does not have a credit card in its name, and so cannot pay the bill directly, and Scott Dennis was instructed to look into obtaining one.)
 - There was no report regarding the Worldcon Website Working Group. The existing site is all manual stuff and difficult to maintain. We really should have some sort of content management system so that multiple people can maintain their pieces of it. WordPress is a relatively simple system compared to the all-singing, all-dancing versions that people have been chasing for five-plus years now. Kevin said he would contact Mike Scott to see where things stood. We as a committee told them to Fix This Problem, and they have this year to fix it.
 - Ben had set up a separate account at godaddy.com to hold the registration for Worldcon.com, and the domain is paid for through October 2013. Ben also sent all of the userid/password information to Kevin, Linda, and ReneWalling (HAMC chair at the time), any of whom can make any of the necessary changes through godaddy's point/click interface. And once we finish moving all the other WSFS domains, we can put this domain at the same place. Ben also built a placeholder page for worldcon.com, and he was instructed to contact Mike Scott and arrange to transfer worldcon.org to the same registrar and setup Mike has for worldcon.com. (This transfer was subsequently done.)
 - As a last item, Kevin reported that there has been some sort of issue with some of the Chicon 2012 Hugo bases, and Chicon (specifically Deb Kosiba) had been reworking them. This delayed shipping out bases to some of the winners post-convention. HAMC was fielding some queries, but since Dave McCarty is also HAMC chair, he responded to any enquiries.
9. In January 2013, our attorney, Esther Horwich, reported that the Rocket Mark had reached a significant milestone in being officially recognized, meaning that it was been published for opposition. Assuming nobody opposes the registration, we should have the official registration in a few months, possibly before this year's Worldcon. This is the shaded logo that's being registered, not

the rocket itself, which is still pending. We specifically did not include the words “Hugo Award” in the logo registration because it would narrow the protection. Since the term “Hugo Award” is already registered in its own right, we are better off having the logo registered separately from the general term for the award. This mean, technically, the way we are using the logo includes two separate service marks: the logo and the award name.

10. MPC is looking into buying our attorney a membership in Loncon III as a thank you for all her accomplishments this past year. We are still awaiting a decision from her before making the purchase.
11. As of March 2013 there were no more technical hurdles for the WWWG to migrate Worldcon.org/wsfs.org/nasfic.org to a new site structure. Chaz Baden created an interim site that is not so obviously stuck in a time warp, with the goal of getting things fixed sufficiently so that we are no longer completely dependent upon a single person for site updates. Following the acceptance of both the former and new owners, the domain name, wsfs.org officially changed ownership. The next step was to transfer worldcon.com, which was accomplished a few days later.
12. A new problem arose in March: Mike Glycer informed us that Wizard World was holding an event in Portland using “world con” as part of its name <http://www.oregonlive.com/news/oregonian/steve_duin/index.ssf/2013/02/steve_duin_wizard_world_con_ha.html#incart_river>. (They have been expanding their brand, holding more of their “Wizard World Conventions” in different cities. (<http://www.wizardworld.com/>) Their own material calls them “Wizard Cons,” but it’s the news coverage and casual usage by fans, not Wizard World Entertainment, that leads to the usage “Wizard World Con.” The event in Portland was “Wizard World Portland Comic Con.” We can’t accuse them of a service mark violation with WSFS since they are actually pretty good about avoiding the “World Con” construction in their convention names.
13. Occasionally we get queries regarding submitting an item for consideration of a Hugo Award. This happened again in March, and Kevin handled responded back.
14. At the MPC’s request, *Locus Magazine* agreed to start calling their news column about the World Fantasy Convention, World Horror Convention, World Science Fiction Convention, etc. “World Conventions News” instead of “Worldcons News.”
15. Steve Davidson enquired about making an attempt to register FANDOM as a service mark, and Kevin referred this to the MPC as a whole, asking if we should commit some of WSFS’s resources toward the project, which might

include engaging a trademark search firm and/or paying our attorney to do some of this for us. Nothing came of it, however.

16. In July 2013, we received a request from a woman in Germany asking if we could come to some agreement with her that would allow her to use the name “Worldcon” for company (based in Germany) that will help make business-to-business connections and support companies with their daily work. While this does not directly impinge on our trademark, we felt it best to explain to her why we could not do so and to suggest an alternative for her company, “WorldConnection.” She graciously accepted our decision and will choose an alternate name.
17. Also in July, a Google search revealed that the site, <http://pubsmartauthor.com/hugo-award/>, was using one of the alternative logos for the Hugo Award. Kevin wrote to them in his capacity as MPC chair, and asked them to please use our actual logo. They have complied.

— Linda Deneroff —

**Financial Report – Mark Protection Committee – World Science Fiction Society
1 August 2012 through 31 July 2013**

	Income	Expense	Balance
Cash on hand as of 1 August 2012			\$ 8,438.13
Paid to Attorney Esther Horwitz		\$1,730.00	6708.13
Received from Aussiecon 4 surplus	\$4,168.82		10,876.95
Paid to Donald Eastlake III for domain renewal		37.99	10,838.96
Paid to Attorney Esther Horwitz		120.00	10,718.96
Paid to Donald Eastlake III for domain renewal		35.30	10,683.66
Balance as of 31 July 2013			\$10,683.66

Notes:

- All amounts are in US dollars.
- Subsequent Events: the Treasurer has become aware that we may owe Kevin Standlee and Deborah Geisler as much as \$179 for domain hosting of the Hugo website.
- The Treasurer is not aware of any other pending debts, although I understand that Mark Olson is authorized to spend small amounts which will eventually require reimbursement.
- We also may incur additional bills from our intellectual property attorney at any time.
- The Marketing Committee has also been authorized to spend small amounts of money.
- It is the practice of the Business Meeting and Mark Committee to encourage non-U.S. based Worldcons to use their suggested donation amounts to further the interests of the Society through protection of the Marks in their own countries. Consequently, I have not expected a donation from Anticipation or Aussiecon 4.
- The substantial and unexpected donation from Aussiecon 4 is greatly appreciated. The Aussiecon donation varies slightly from last year's Subsequent Events report due to the wire transfer fee.
- It is the practice of the Treasurer to not request donations from US Worldcons until after they have been held. The Treasurer anticipates a generous donation from Chicon 7 in the future.

— Scott Dennis —

Hugo Award Marketing Committee Report to Mark Protection Committee September 2012 - August 2013

The members of the Hugo Awards Marketing Committee (HAMC) are Dave McCarty (Chair), Craig Miller, Cheryl Morgan, Mark Olson, and Kevin Standlee. The HAMC members are appointed by the Mark Protection Committee, and the Chairman of the HAMC reports to the MPC.

HAMC is responsible for maintaining the Hugo Awards Web Site <<http://www.TheHugoAwards.org/>> and answering email sent to info@TheHugoAwards.org.

TheHugoAwards.org provided text-based CoverItLive.com (CIL) coverage of the 2012 Hugo Awards Ceremony, which included a sudden spike in viewership after the Ustream video feed from Chicon 7 was interrupted. Having not anticipated such heavy viewership, the site turned away over 1,500 attempts to join the coverage. (We do not know how many individual viewers those 1,500 attempts represent.) There were approximately 800 viewers who watched the coverage at peak. Thanks to the experience last year, HAMC has substantially increased its coverage limits for this year's ceremony.

Chicon 7's Ustream video coverage being cut off during the broadcast was a short-term loss and a long-term win, as the Hugo Awards appear to have received a significant boost in media coverage because of the situation. The HAMC Chairman (in his role as Chicon 7 chairman) spoke with the head of Ustream, and, working with Ustream and LoneStarCon 3, we expect better coverage of the 2013 Hugo Awards

We did a CoverItLive event for the announcement of the 2013 Hugo Award Nominations. Chicon 7 funded the CIL coverage last year, and LoneStarCon 3 will fund the coverage this year. In both cases, the conventions provided logistical support to the HAMC team (Kevin Standlee, Mur Lafferty, and Cheryl Morgan) covering the event.

The Hugo Awards Web Site hosting has been transferred to the new cloud-based server system. We did this during a time of the year when there traditionally has been little traffic on the web site, so there was little apparent disruption. We are now up to date with the web site's WordPress software and are backing up the site regularly again. Hosting costs for TheHugoAwards.org are paid by the Mark Protection Committee and are therefore primarily funded by contributions from Worldcon committees.

The Committee continues to act as a clearinghouse for information and questions about The Hugo Awards, including referring specific questions about a given year's administration to that year's Hugo Award Administrators. This also includes providing information about and copies of the Hugo Award logo, whose use we encourage in conjunction with references to the Awards.