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Executive Council of Iowa

CAPITOL BUILDING
DES MOINES, IOWA 50319
PHONE: 515 281-5368
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July 10, 2023

Mr. Sam Langholz
Chief Deputy Attorney General
Attorney General's Office
Hoover Bldg.
LOCAL

Dear Mr. Langholz:

The Executive Council, in a meeting held this date, approved your requests to obtain requests retention of special counsel to provide legal services in regard to trademark protection for the Choose Iowa logo and program name at both the state and federal level. Attorney fees and costs will be paid from Iowa Department of Agriculture and Land Stewardship.

Firm:	Belin McCormick
Attorney:	Aaron Jones 666 Walnut St # 2000 Des Moines, IA 50309
Rate:	\$260/hour Aaron Jones \$200/hour intellectual property paralegal

If you have any questions on the matter, please advise.

Sincerely,

Victoria Newton

Victoria Newton
Executive Secretary

BRENNA BIRD
ATTORNEY GENERAL

SAM LANGHOLZ
CHIEF DEPUTY ATTORNEY GENERAL



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IOWA DEPARTMENT OF JUSTICE
OFFICE OF THE ATTORNEY GENERAL

July 6, 2023

Victoria Newton
Executive Secretary
Executive Council
State Capitol
L O C A L

Re: Request for Special Counsel

Dear Victoria:

Under the authority of Iowa Code section 159.29, the Iowa Department of Agriculture and Land Stewardship (IDALS) is pursuing trademark protection for the Choose Iowa logo and program name at both the state and federal level. Choose Iowa is a marketing program that is designed to provide distinguishment to Iowa grown products through the use of the program name and logo.

As trademark law is a specialized area of practice of law, IDALS seeks to retain the law firm of Belin McCormick, 666 Walnut St # 2000, Des Moines, IA 50309, and the services of attorney Aaron Jones to secure the protections for the State of Iowa. Aaron Jones was selected based upon his experience in the practice area and the positive experience and recommendation of the Iowa State Fair.

The services will provide for all filings and drafting through and until the marks are approved. Initial trademark renewal will occur after five years, at which point IDALS will seek legal services for the renewal based upon the success of the current project. These services are expected to be provided by Mr. Jones (\$260/hour) or a intellectual property paralegal (\$200/hour). In connection with the current four (4) applications, I estimate the post-application time to cost approximately \$1,000. In full, the foregoing four applications through registration are expected to cost \$4,920.

Executive Council

July 6, 2023

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Please let me know if you have questions or require any additional information.

Sincerely,

A handwritten signature in black ink, appearing to read "Sam Langholz", with a long horizontal flourish extending to the right.

Sam Langholz

Chief Deputy Attorney General