



Portland Oregon™ Sign Fee Schedule

Updated January 20, 2022



The City of Portland acquired the Portland Oregon™ Sign in 2010 and maintenance fees are currently \$28,000 per year. To offset the taxpayer cost of maintenance fees and staff time the City of Portland charges a fee for licensing the Portland Oregon sign trademark.

*Note: any alterations to the standard license agreements will incur a **\$250/hour, minimum 2 hours, attorney fees** for consideration.*

Goods and Merchandize

Fee = Administrative Fee plus Standard Royalty Per Unit Fee (less any discount)

Nonrefundable Administrative Fee								\$100	
Units Made/Sold	Royalty per Unit Made/Sold based on MSRP of Goods								
	< \$2.50	\$2.51 - \$5.00	\$5.01 - \$10.00	\$10.01 - \$25.00	\$25.01 - \$50.00	\$50.01 - \$75.00	\$75.01 - \$100	> \$100	
1-25	\$0	\$0	\$0	\$0	\$0	\$0	\$0	Requires Special Permission	
26-100	\$0.05	\$0.12	\$0.50	\$0.75	\$2.50	\$3.75	\$5.00		
101-500	\$0.05	\$0.12	\$0.45	\$0.70	\$2.25	\$3.50	\$4.50		
501-1000	\$0.04	\$0.10	\$0.40	\$0.65	\$2.00	\$3.25	\$4.00		
1001-5000	\$0.04	\$0.10	\$0.45	\$0.60	\$1.75	\$3.00	\$3.50		
5001 – 10,000	\$0.03	\$0.08	\$0.35	\$0.55	\$1.50	\$2.75	\$3.00		
> 10,000	Requires Special Permission								
Discounts on Standard Royalty per Unit Fee									
Small business*, COBID certified, DBE, or non-profit** organization								50%	
Business headquartered in Oregon								10%	

Advertisements

Fee = Administrative Fee plus Annual Gross Fee (less any discount)

Nonrefundable Administrative Fee		\$100
(Waived for all state and local governmental entities in Oregon)		
Annual Gross	Fee	
State or Local Governmental Agency, non-profit**	\$0	
\$25,000 or less	\$50	
\$50,000 or less	\$100	
\$100,000 or less	\$250	
\$250,000 or less	\$500	
\$500,000 or less	\$1,000	
\$1,000,000 or less	\$2,000	
\$10,000,000 or less	\$10,000	
Over \$10,000,000	\$20,000 minimum	
Discounts on Annual Gross Fees		
Small business*, COBID certified, or DBE		50%
Business headquartered in Oregon		10%



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Film and Television Production

Fee = Administrative Fee + Standard Production Type fee (less any discount)

Nonrefundable Administrative Fee				
(Waived for all state and local governmental entities in Oregon)				
Standard Administrative Fee (non-student). <i>License Agreement required to be completed ≥30 days</i>				\$250
Rush Administrative Fee (non-student). <i>License Agreement required to be completed <30</i>				\$1000
Student Administrative Fee – <i>requires student identification or instructor verification</i>				\$25
Production Type	Filming Location			
	100% in Oregon	50-99% in Oregon	25-49% in Oregon	<25% in Oregon
Feature length film (over 40 minutes, including credits)	\$1000	\$2500	\$4000	\$5000
Short film (up to 40 minutes, including credits)	\$500	\$1000	\$1500	\$2500
Television or Streaming Series	\$1000	\$2500	\$4000	\$5000
Documentary film (over 40 minutes, including credits)	\$500	\$750	\$1000	\$2500
Documentary short film (up to 40 minutes, including credits)	\$250	\$400	\$500	\$1000
Music Video	\$200	\$300	\$400	\$500
Discounts on Production Fee				
Small business*, COBID certified, DBE, or non-profit** organization				50%
Business headquartered in Oregon				10%
Student – requires student identification or instructor verification				100%

*"Small business" means a business with 29 or fewer employees, as set forth in the tier 2 emerging small business category standards set forth in OAR 123-200-1600(h).

**"Nonprofit organization" means universities and other institutions of higher education or an organization of the type described in section 501(c)(3) of the Internal Revenue Code of 1986 (26 U.S.C. 501(c)) and exempt from taxation under section 501(a) of the Internal Revenue Code (26 U.S.C. 501(a)) or any nonprofit scientific or educational organization qualified under a State nonprofit organization statute.

The City of Portland reserves the right to review and change the fee schedule at the discretion of the Deputy CAO. Fees listed are subject to change without notice. The City in its sole discretion may adjust these rates or discounts on a case-by-case basis.