

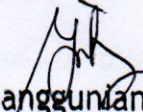


REPUBLIC OF THE PHILIPPINES  
OFFICE OF THE CITY MAYOR  
DAGUPAN CITY

January 19, 2023

Honorable Vice Mayor  
and all the Members of the Sangguniang Panlungsod  
Dagupan City

Received by:

 1/19/23  
3:30  
Sangguniang Panlungsod  
Dagupan City, Pangasinan

Sirs and Mesdames:

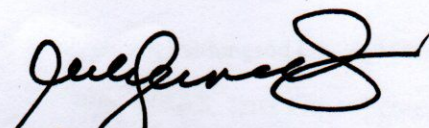
We are in receipt on January 13, 2023 of an ordinance entitled Adopting the Official Logo for Dagupan City's Bangus Festival, Prescribing the use and imposing penalty therefor with No. 2254-2022 for approval. However, we regret to inform you that the undersigned is making use of her Veto Power enshrined under the Local Government Code. She considers among others the following reasons:

- a) The ordinance is restrictive since it prohibits the City from proposing appropriate theme for every year of celebration;
- b) While we value the importance of Logo and the importance of having the same registered however we also recognize the need for growth and development;
- c) Arts and culture evolve through the years and it must always be in accord with the policies of Tourism of our National Government.

Rest assured, said Logo shall always be a respected and be a part of history.

Based from these considerations, I am returning this ordinance without my approval.

Very truly yours

  
Belen T. Fernandez  
City Mayor

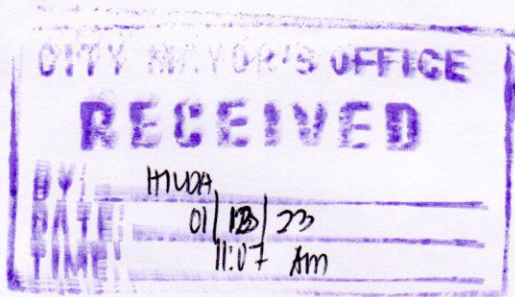
OFFICE OF THE VICE MAYOR
Hon. DEAN BRYAN L. MUA
DAGUPAN CITY
Received By: <u>Carl</u>
Date: <u>1-19-23</u>
Time: <u>3:40 PM</u>




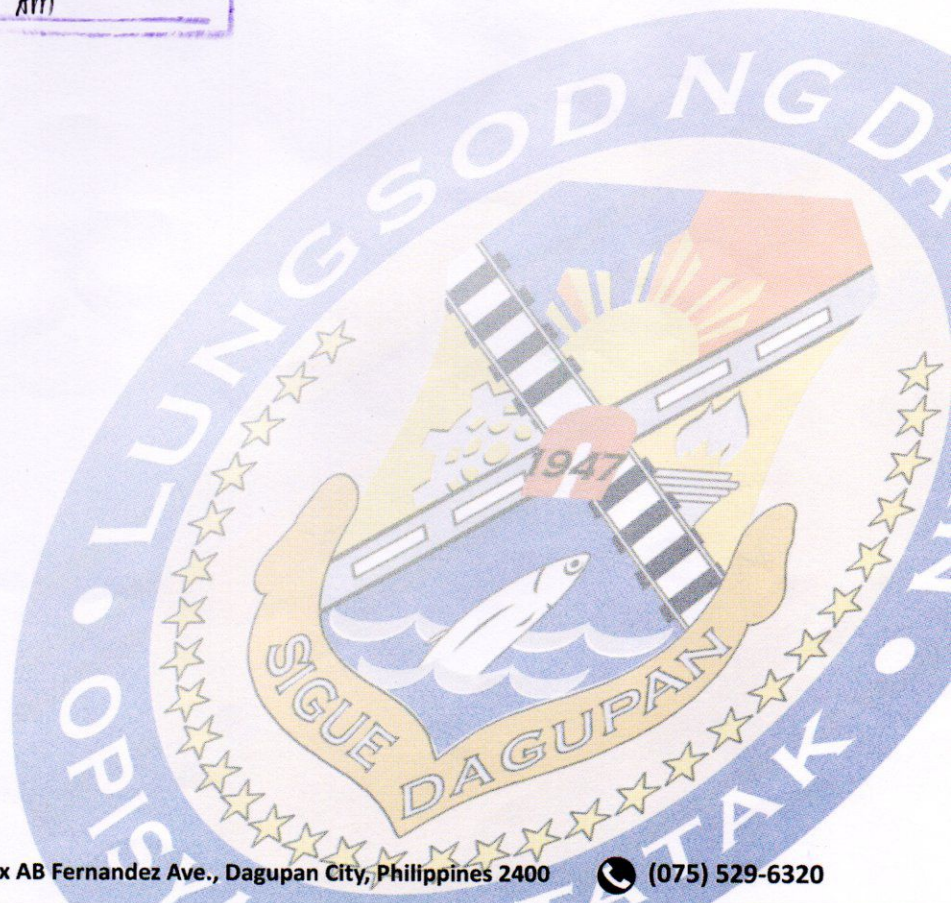
REPUBLIKA NG PILIPINAS  
SANGGUNIANG PANLUNGSOD  
Lungsod ng Dagupan

**1<sup>st</sup> Indorsement**  
13 January 2023

Respectfully forwarded to Her Honor, Mayor Belen T. Fernandez, this city, the within copies of Ordinance Nos. 2053 and 2054, both series of 2022 of the Sangguniang Panlungsod, also this city, which are self-explanatory for approval.



  
**RYAN C. RAVANZO**  
City Secretary



Republika ng Pilipinas  
Lungsod ng Dagupan  
**TANGGAPAN NG SANGGUNIANG PANLUNGSOD**

-oOo-

**EXCERPT FROM THE MINUTES OF THE REGULAR SESSION OF THE SANGGUNIANG PANLUNGSOD, DAGUPAN CITY, HELD AT THE SP SESSION HALL ON DECEMBER 20, 2022.**

PRESENT:

Hon. Dean Bryan L. Kua	City Vice Mayor & Presiding Officer
Hon. Alpio Serafin D. Fernandez	Presiding Officer Pro Tempore, Member
Hon. Maria Librada Fe. Reyna	Majority Floor Leader, Member
Hon. Alvin T. Coquia	First Deputy Majority Floor Leader, Member
Hon. Redford Christian P. Erfe-Mejia	Second Deputy Majority Floor Leader, Member
Hon. Michael B. Fernandez	Minority Floor Leader, Member
Hon. Jeslito C. Seen	Deputy Minority Floor Leader, Member
Hon. Celia C. Lim	City Councilor, Member
Hon. Marilou Maria Lourdes S. Fernandez, DMD	City Councilor, Member
Hon. Victoria Czarinna C. Lim-Acosta	City Councilor, Member
Hon. Marcelino D. Fernandez	Liga ng mga Barangay President, Ex-Officio Member
Hon. Joshua Bon Bon F. Bugayong	Pederasyon ng mga Sangguniang Kabataan President, Ex-Officio Member

ABSENT:

Hon. Dennis C. Canto	City Councilor, Member (O.B.)
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**ORDINANCE NO. 2254-2022**

**ADOPTING THE OFFICIAL LOGO FOR DAGUPAN CITY'S BANGUS FESTIVAL, PRESCRIBING THE USE AND IMPOSING PENALTY THEREFOR**

**WHEREAS**, the *Bangus Festival* is the annual tradition celebrated by the City of Dagupan to pay homage to its thriving aquaculture, notably, the Dagupan Bangus, arguably arguably the best tasting milkfish in the world;

**WHEREAS**, there is a need to formally adopt an official logo for the City's **Bangus Festival** to mark and identify the official festival and activities as pertaining to that of Dagupan, as distinguished from similar festivals by other entities and local government units, and to function as seal for the communications of the City Government and the duly constituted committees relating to the Bangus Festival;

**WHEREAS**, the City Government of Dagupan possesses a Certificate of Registration from the Intellectual Property Office of the Philippines for the logo of the City's *Bangus Festival*, denominated as Registration No. 4/2019/00019776, filed on November 14, 2019 and approved on March 9, 2020, and valid for a period of ten (10) years;



**NOW, THEREFORE,** on motion of Councilor Redford Christian P. Erfe-Mejia, duly and jointly seconded by councilors Celia C. Lim, Victoria Czarinna C. Lim-Acosta, and Marilou Maria Lourdes S. Fernandez, be it ordained by the Sangguniang Panlungsod in its regular session assembled that:

**SECTION 1. OFFICIAL LOGO.** The official logo of the Dagupan City *Bangus Festival* shall be depicted as below, as registered with the Intellectual Property Office of the Philippines:



IPO Registration No.  
Class – Goods/ Services:  
Claim of colors:  
Disclaimer:

4/2019/00019776  
Class 41: Cultural Activity  
Blue, Red, Yellow  
Dagupan City, Bangus Festival, Official  
Seal of Dagupan City

**SECTION 2. PURPOSE.** The official logo shall be used to mark and identify the official festival, and the activities of the *Bangus Festival* as pertaining to that of Dagupan City, as distinguished from similar festivals by other entities and local government units, and to function as seal for the communications of the City Government of Dagupan relating to the *Bangus Festival*. It shall appear in all official documents, activities, contracts, and communications of the City Government of Dagupan, and in circumstances where the City Government of Dagupan permits the use thereof. No seal or logo other than that depicted in this Ordinance shall be used to denote or represent the Dagupan City *Bangus Festival* and its sub-activities.

**SECTION 3. SANCTION FOR UNAUTHORIZED USE.** The City Government of Dagupan has proprietary right over the official logo of the Dagupan City *Bangus Festival*. It shall be unlawful for any person, natural or juridical, to print the official logo of the Dagupan City *Bangus Festival* for purpose of promotion, sale, distribution or circulation, or to manufacture, publish, use, display or offer for sale any document or items, merchandise which simulate the official logo of the *Bangus Festival*, or to purport to be part of the activities of the *Bangus Festival*, without the express written consent of the City Government of Dagupan.

Any violation of this provision shall be punishable by an imprisonment of not more than thirty (30) days or a fine of not more than Two Thousand Five Hundred Pesos (P 2,500.00) or both,

subject to the discretion of the courts, without prejudice to claim for damages or subsequent ban or restriction the City Government of Dagupan may impose on the erring individual or entity from participating in the activities of the *Bangus Festival*.

**SECTION 4. SEPARABILITY CLAUSE.** Any provision or portion of this Ordinance found to be in violation to the Constitution or other existing laws shall not impair the provisions or parts thereof which shall continue to be in full force and effect.

**SECTION 5. REPEAL CLAUSE.** All ordinances, rules and regulations in conflict with the provisions of this Ordinance are hereby repealed, provided that the rights that are vested upon the effectivity of this Ordinance shall not be impaired.

**SECTION 6.** This Ordinance shall take effect upon approval and the completion of the requisite publication.

**ENACTED WITH SEVEN MEMBERS IN FAVOR (COUNCILORS ALIPIO SERAFIN D. FERNANDEZ, MARIA LIBRADA FE M. REYNA, ALVIN T. COQUIA, REDFORD CHRISTIAN P. ERFE-MEJIA, CELIA C. LIM, MARILOU MARIA LOURDES S. FERNANDEZ, AND VICTORIA CZARINNA C. LIM-ACOSTA) AND FIVE (5) MEMBERS AGAINST (COUNCILORS MICHAEL B. FERNANDEZ, JESLITO C. SEEN, DENNIS C. CANTO, MARCELINO D. FERNANDEZ AND JOSHUA BON BON F. BUGAYONG).**

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Authors:

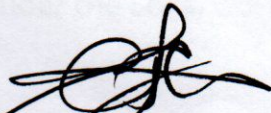
  
COUNCILOR MARIA LIBRADA FE M. REYNA

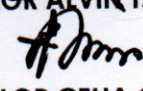
  
COUNCILOR MARILOU MARIA LOURDES FERNANDEZ

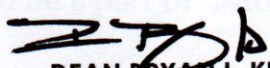
  
COUNCILOR REDFORD CHRISTIAN P. ERFE-MEJIA

  
COUNCILOR VICTORIA CZARINNA C. LIM-ACOSTA

  
COUNCILOR ALIPIO SERAFIN D. FERNANDEZ

  
COUNCILOR ALVIN T. COQUIA

  
COUNCILOR CELIA C. LIM

  
DEAN BRYAN L. KUA

City Vice Mayor & Presiding Officer

ATTESTED:

  
RYAN C. RAVANZO  
City Secretary

APPROVED:

BELEN T. FERNANDEZ

City Mayor

Date: \_\_\_\_\_