

Vail Resorts ends Park City trademark quest

By Daphne Chen, Deseret News

PARK CITY – Vail Resorts announced Saturday that it is dropping its controversial application to trademark the name “Park City.”

Bill Rock, Park City Mountain Resort’s chief operating officer, said the dispute had “clearly become a distraction that is pulling our collective focus away from the important work that lies ahead for our city on critical issues, such as affordable housing, parking and transit among others.

“As such, we have decided to withdraw our trademark application in an effort to move beyond this concern,” Rock said in a prepared statement.

The resort’s effort to legally claim the name was met with backlash from the ski town, with government leaders and residents expressing concerns that the resort could use the trademark to force local businesses to change their names.

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