Is the Hollywood Sign trademarked?

The Chamber owns trademarks.
The trademark is not the landmark.

The City of Los Angeles owns the physical Hollywood Sign. The Chamber owns HOLLYWOOD word and design marks for particular goods and services. A lookalike wordmark does not make ordinary depictions of the real-world landmark infringing.

Four distinctions

01 Ownership

The physical monument is City property. A trademark is not a deed or permission to enter the grounds.

02 Wordmarks

The Chamber's 2004 Class 35 and 41 applications were abandoned after publication; five studios sought time to oppose.

03 Depiction

Filming a landmark is distinct from using HOLLYWOOD as product branding or falsely implying endorsement.

04 Filming

City / FilmLA permits govern production and restricted access. A Chamber trademark license is a separate question.

The 2025 federal docket

"a real-life landmark whose mere depiction definitively does not constitute infringement."

Judge John J. Tharp Jr., March 10, 2025, docket entry 34, case 1:25-cv-01662 (N.D. Ill.). Reconsideration of a temporary restraining order was denied in a merchandise case; this was not a final universal ruling on every use.

What the record does—and does not—show

Reviewed federal cases involve online sellers, not film or television productions sued solely for ordinary depiction. A 2023 marketplace case included a photographer selling her own print. Distinct uses should not be conflated.

The 1992 settlement contained a City/Attorney General non-challenge commitment about Chamber marks and addressed trust and revenue matters. It did not transfer title to the Sign or create a licensing obligation for non-trademark depiction.

If you receive a licensing demand

Ask which specific trademark and allegedly source-identifying use are involved. Preserve the letter and obtain legal review. Never ignore a court summons or response deadline.

Documents & source links

- 2025 federal case / docket entry 34
- USPTO Class 41 (78447057) & TTAB filings
- City filming rules
- Full documentary record: hollywoodsign.io