

SENATE BILL No. 349

March 24, 2005, Introduced by Senators PATTERSON, JELINEK, GARCIA, ALLEN, BROWN, HARDIMAN, BIRKHOLZ, GOSCHKA, GILBERT and KUIPERS and referred to the Committee on Transportation.

A bill to amend 1949 PA 300, entitled "Michigan vehicle code," by amending section 811e (MCL 257.811e), as amended by 2001 PA 124, and by adding section 811m.

THE PEOPLE OF THE STATE OF MICHIGAN ENACT:

1 Sec. 811e. (1) The secretary of state may develop a Michigan
2 university fund-raising registration plate as described in this
3 section, and a matching Michigan university collector plate as
4 described in section 811g.

5 (2) The secretary of state may develop 1 or more limited term
6 registration plates to recognize a state-sponsored event, a
7 Michigan university, or an accomplishment or occasion of a Michigan
8 university.

1 (3) The secretary of state may ~~—, at any 1 time,—~~ develop ~~not~~
2 ~~more than 7 different~~ state-sponsored fund-raising registration
3 plates as described in this section, and matching state-sponsored
4 collector plates as described in section 811g. As used in this
5 section, "state-sponsored fund-raising registration plate" means a
6 fund-raising registration plate authorized by a public act to raise
7 funds for a state-sponsored goal. The public act shall, at a
8 minimum, do all of the following:

9 (a) Identify the purpose of the state-sponsored fund-raising
10 registration plate.

11 (b) Create a fund or designate an existing fund to receive the
12 money raised through the sale of state-sponsored fund-raising
13 registration plates and matching collector plates.

14 (c) If a fund is created, name the person or entity
15 responsible for administering the fund.

16 (4) The secretary of state may develop, promote, and market
17 the fund-raising registration plates and matching collector plates
18 issued under this section with the funds available through service
19 fees.

20 (5) If the design or logo of a Michigan university fund-
21 raising registration plate or a state-sponsored fund-raising
22 registration plate uses 1 or more designs, trade names, trademarks,
23 service marks, emblems, symbols, or other images that are owned by
24 the Michigan university that is requesting the Michigan university
25 fund-raising plate, the person or entity that is sponsoring a
26 state-sponsored fund-raising plate, or any other person or entity,
27 the Michigan university or sponsoring person or entity shall grant

1 to or obtain for the secretary of state both of the following
2 pursuant to a written agreement between the parties:

3 (a) A nonexclusive worldwide license to use those designs,
4 trade names, trademarks, service marks, emblems, symbols, or other
5 images on and in conjunction with the marketing, promotion, sale,
6 or copyrighting of the registration plate or image of the
7 registration plate.

8 (b) The authority to merchandise the registration plate or an
9 image of the registration plate.

10 (6) In using or employing a design, trade name, trademark,
11 service mark, emblem, symbol, logo, or other image on and in
12 conjunction with the marketing, promotion, sale, copyrighting, or
13 merchandising of a registration plate or image of the registration
14 plate, the secretary of state may alter the size of the design,
15 trade name, trademark, service mark, emblem, symbol, logo, or other
16 image but shall not change the color or design of the design, trade
17 name, trademark, service mark, emblem, symbol, logo, or other image
18 without the prior written consent of the respective Michigan
19 university or sponsoring person or entity. The secretary of state
20 shall not use or employ a design, trade name, trademark, service
21 mark, emblem, symbol, logo, or other image on and in conjunction
22 with the marketing, promotion, sale, copyrighting, or merchandising
23 of a registration plate or an image of the registration plate in
24 any manner that is offensive to the Michigan university or
25 sponsoring person or entity that complies with subsection (5).

26 (7) As used in this section, "Michigan university fund-raising
27 registration plate" means a fund-raising registration plate that is

1 issued under this section at the request of a Michigan university.

2 SEC. 811M. THE SECRETARY OF STATE SHALL DEVELOP UNDER SECTION
3 811E AND MAY ISSUE UNDER SECTION 811F A STATE-SPONSORED FUND-
4 RAISING REGISTRATION PLATE TO SUPPORT PUBLIC EDUCATION AND A
5 MATCHING PUBLIC EDUCATION COLLECTOR PLATE AS PROVIDED UNDER SECTION
6 811G. THE SECRETARY OF STATE SHALL DESIGN THE PLATES, WHICH SHALL
7 CONTAIN THE STATEMENT "I SUPPORT BETTER PUBLIC EDUCATION.". FUND-
8 RAISING DONATIONS FOR PLATES DESCRIBED IN THIS SECTION THAT ARE
9 COLLECTED UNDER SECTIONS 811F AND 811G SHALL BE TRANSFERRED UNDER
10 SECTION 811H BY THE SECRETARY OF STATE TO THE STATE TREASURER TO BE
11 CREDITED TO THE SCHOOL AID FUND ESTABLISHED BY SECTION 11 OF
12 ARTICLE IX OF THE STATE CONSTITUTION OF 1963.