

# HOUSE BILL No. 5925

May 18, 2004, Introduced by Reps. Pastor, Ruth Johnson, Taub, Kooiman and Pappageorge  
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.

## THE PEOPLE OF THE STATE OF MICHIGAN ENACT:

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

9       (3) The secretary of state may, at any 1 time, develop not  
10 more than 7 different state-sponsored fund-raising registration

1 plates as described in this section, and matching state-sponsored  
2 collector plates as described in section 811g. As used in this  
3 section, "state-sponsored fund-raising registration plate" means  
4 a fund-raising registration plate authorized by a public act to  
5 raise funds for a state-sponsored goal. The public act shall, at  
6 a minimum, do all of the following:

7 (a) Identify the purpose of the state-sponsored fund-raising  
8 registration plate.

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

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

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

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

1 parties:

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

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

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

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

1 registration plate that is issued under this section at the  
2 request of ~~a Michigan university~~ **any institution of higher**  
3 **education established in this state, including, but not limited**  
4 **to, the institutions of higher education listed or otherwise**  
5 **described in section 4 of article VIII of the state constitution**  
6 **of 1963.**