

# SENATE BILL No. 566

June 10, 2003, Introduced by Senators ALLEN and BIRKHOLZ 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; and to repeal acts and parts of  
acts.

## 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

1 more than ~~7~~ 8 different state-sponsored fund-raising  
2 registration plates as described in this section, and matching  
3 state-sponsored collector plates as described in section 811g.

4 As used in this section, "state-sponsored fund-raising  
5 registration plate" means a fund-raising registration plate  
6 authorized by a public act to raise funds for a state-sponsored  
7 goal. The public act shall, at a minimum, do all of the  
8 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  
12 the 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  
18 plates issued under this section with the funds available through  
19 service fees.

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

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

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

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

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

1       (7) As used in this section, "Michigan university  
2 fund-raising registration plate" means a fund-raising  
3 registration plate that is issued under this section at the  
4 request of a Michigan university.

5       Sec. 811m. (1) The secretary of state shall develop under  
6 section 811e and, upon application, may issue under section 811f  
7 a state-sponsored Michigan maritime fund-raising registration  
8 plate and a matching state-sponsored Michigan maritime  
9 fund-raising collector plate as provided under section 811g. The  
10 plate shall be of a design as determined by the secretary of  
11 state.

12       (2) State-sponsored Michigan maritime fund-raising  
13 registration plate service fees collected under this section by  
14 the secretary of state shall be identified and segregated by the  
15 secretary of state into a separate account. The secretary of  
16 state shall on a quarterly basis transfer the balance of the  
17 state-sponsored Michigan maritime fund-raising registration plate  
18 service fees to the state treasurer, who shall transfer that  
19 money to the Great Lakes maritime academy at Northwestern  
20 Michigan college, Traverse City, Michigan.

21       (3) The Great Lakes maritime academy shall annually report to  
22 the department of treasury an accounting of money received and  
23 used under subsection (2).

24       Enacting section 1. Enacting section 1 of 2000 PA 77 is  
25 repealed.