

SENATE BILL No. 577

June 11, 2003, Introduced by Senator THOMAS 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 811p.

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, **a professional sports team**, or an
8 accomplishment or occasion of a Michigan university.

9 (3) The secretary of state may, at any 1 time, develop not
10 more than ~~7~~ **12** different state-sponsored fund-raising

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

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

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

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

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

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

1 fund-raising plate, or any other person or entity, the Michigan
2 university, **professional sports team**, or sponsoring person or
3 entity shall grant to or obtain for the secretary of state both
4 of the following pursuant to a written agreement between the
5 parties:

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

11 (b) The authority to merchandise the registration plate or an
12 image of the registration plate.

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

1 manner that is offensive to the Michigan university, **professional**
2 **sports team**, or sponsoring person or entity that complies with
3 subsection (5).

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

8 **Sec. 811p. (1) The secretary of state shall develop and,**
9 **upon application, may issue a state-sponsored professional sports**
10 **teams fund-raising registration plate to an applicant for use on**
11 **the passenger motor vehicle, pickup truck, van, motor home,**
12 **hearse, bus, trailer coach, or trailer for which the registration**
13 **plate is issued instead of a standard registration plate. The**
14 **word "Michigan" shall appear on each state-sponsored professional**
15 **sports teams fund-raising registration plate. State-sponsored**
16 **professional sports teams fund-raising registration plates shall**
17 **bear letters and numbers that the secretary of state prescribes.**
18 **The plate shall be of a design as determined by the secretary of**
19 **state that includes the official logo of 1 of the following**
20 **professional sports teams:**

21 (a) Detroit Red Wings.

22 (b) Detroit Tigers.

23 (c) Detroit Lions.

24 (d) Detroit Pistons.

25 (2) An application for a state-sponsored professional sports
26 teams fund-raising registration plate shall be submitted to the
27 secretary of state pursuant to the procedures prescribed in

1 section 217. Application for an original or renewal
2 state-sponsored professional sports teams fund-raising
3 registration plate shall be accompanied with payment of the
4 regular vehicle registration tax in addition to a service fee as
5 provided in section 811f.

6 (3) A state-sponsored professional sports teams fund-raising
7 registration plate shall expire as described in section 226.

8 Upon the issuance or renewal of a state-sponsored professional
9 sports teams fund-raising registration plate, the secretary of
10 state may issue a tab or tabs designating the month and year of
11 expiration.

12 (4) The secretary of state may issue a temporary registration
13 permit to a person who submits an application and the proper
14 payments for a state-sponsored professional sports teams
15 fund-raising registration plate if the applicant's current
16 vehicle registration will expire before his or her receipt of a
17 state-sponsored professional sports teams fund-raising
18 registration plate. The temporary registration shall expire upon
19 receipt of a state-sponsored professional sports teams
20 fund-raising registration plate or 60 days after the issuance of
21 a state-sponsored professional sports teams fund-raising
22 registration plate, whichever occurs first. The temporary permit
23 shall be issued without a separate fee.

24 (5) State-sponsored professional sports teams fund-raising
25 registration plate service fees collected under this section by
26 the secretary of state shall be identified and segregated by the
27 secretary of state into a separate account. After deducting the

1 manufacturing and administrative costs of the secretary of state,
2 including administrative costs associated with issuing,
3 replacing, and substituting plates, the secretary of state shall
4 on a quarterly basis transfer the balance of the state-sponsored
5 professional sports teams fund-raising registration plate service
6 fees to the state treasurer, who shall credit the fee money to
7 the state school aid fund established in section 11 of article IX
8 of the state constitution of 1963.