

SENATE BILL No. 1410

September 21, 2004, Introduced by Senators PATTERSON, GILBERT, HARDIMAN, GARCIA and SCOTT 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
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
10 ~~not more than 7 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 or a state-sponsored fund-raising
21 registration plate uses 1 or more designs, trade names,
22 trademarks, service marks, emblems, symbols, or other images that
23 are owned by the Michigan university that is requesting the
24 Michigan university fund-raising plate, the person or entity that
25 is sponsoring a state-sponsored fund-raising plate, or any other
26 person or entity, the Michigan university or sponsoring person or
27 entity shall grant to or obtain for the secretary of state both

1 of the following pursuant to a written agreement between the
2 parties:

3 (a) A nonexclusive worldwide license to use those designs,
4 trade names, trademarks, service marks, emblems, symbols, or
5 other images on and in conjunction with the marketing, promotion,
6 sale, 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
14 registration plate, the secretary of state may alter the size of
15 the design, trade name, trademark, service mark, emblem, symbol,
16 logo, or other image but shall not change the color or design of
17 the design, trade name, trademark, service mark, emblem, symbol,
18 logo, or other image without the prior written consent of the
19 respective Michigan university or sponsoring person or entity.
20 The secretary of state shall not use or employ a design, trade
21 name, trademark, service mark, emblem, symbol, logo, or other
22 image on and in conjunction with the marketing, promotion, sale,
23 copyrighting, or merchandising of a registration plate or an
24 image of the registration plate in any manner that is offensive
25 to the Michigan university or sponsoring person or entity that
26 complies with subsection (5).

27 (7) As used in this section, "Michigan university

1 fund-raising registration plate" means a fund-raising
2 registration plate that is issued under this section at the
3 request of a Michigan university.

4 Sec. 811m. The secretary of state shall develop under
5 section 811e and may issue under section 811f a state-sponsored
6 fund-raising registration plate to support public education and a
7 matching public education collector plate as provided under
8 section 811g. The secretary of state shall design the plates,
9 which shall contain the statement "I support better public
10 education.". Fund-raising donations for plates described in this
11 section that are collected under sections 811f and 811g shall be
12 transferred under section 811h by the secretary of state to the
13 state treasurer to be credited to the school aid fund established
14 by section 11 of article IX of the state constitution of 1963.