

SENATE BILL NO. 443

May 13, 2021, Introduced by Senator MCBROOM and referred to the Committee on Transportation and Infrastructure.

A bill to amend 1949 PA 300, entitled
"Michigan vehicle code,"
by amending section 811d (MCL 257.811d), as amended by 2006 PA 562,
and by adding section 811gg.

THE PEOPLE OF THE STATE OF MICHIGAN ENACT:

- 1 Sec. 811d. (1) As used in this chapter:
- 2 (a) "Fund-raising plate" means a registration plate authorized
- 3 to raise funds for a specified goal.
- 4 (b) "Collector plate" means a collector plate that matches any

1 registration plate developed and issued under this act.

2 (c) "Nonprofit" means that which is exempt from taxation under
3 section 501(c)(3) **or (6)** of the internal revenue code **of 1986**, 26
4 USC 501.

5 (d) "Transportation administration collection fund" means the
6 fund created under section 810b.

7 (2) A fund-raising plate ~~shall~~**must** contain all of the
8 following as prescribed or approved by the secretary of state:

9 (a) The same generic background.

10 (b) Letters and numbers.

11 (c) The word "Michigan" and any other unique identifier
12 specified by the secretary of state.

13 (d) A design or logo.

14 (3) If the design or logo of a fund-raising plate uses 1 or
15 more designs, trade names, trademarks, service marks, emblems,
16 symbols, or other images that are owned by a Michigan university or
17 other person, the Michigan university or other person shall grant
18 to or obtain for the secretary of state both of the following
19 pursuant to a written agreement between the parties:

20 (a) A nonexclusive worldwide license to use those designs,
21 trade names, trademarks, service marks, emblems, symbols, or other
22 images on and in conjunction with the marketing, promotion, sale,
23 or copyrighting of the registration plate or image of the fund-
24 raising plate.

25 (b) The authority to merchandise the fund-raising plate or an
26 image of the fund-raising plate.

27 (4) In using or employing a design, trade name, trademark,
28 service mark, emblem, symbol, logo, or other image on and in
29 conjunction with the marketing, promotion, sale, copyrighting, or

1 merchandising of a fund-raising plate or image of the fund-raising
2 plate, the secretary of state may alter the size of the design,
3 trade name, trademark, service mark, emblem, symbol, logo, or other
4 image but shall not change the color or design of the design, trade
5 name, trademark, service mark, emblem, symbol, logo, or other image
6 without the prior written consent of the respective Michigan
7 university or other person. The secretary of state shall not use or
8 employ a design, trade name, trademark, service mark, emblem,
9 symbol, logo, or other image on and in conjunction with the
10 marketing, promotion, sale, copyrighting, or merchandising of a
11 fund-raising plate or an image of the fund-raising plate in any
12 manner that is offensive to the Michigan university or other person
13 that owns the design, trade name, trademark, service mark, emblem,
14 symbol, logo, or other image that is the subject of a written
15 agreement under subsection (3).

16 **Sec. 811gg. (1) The secretary of state shall develop under**
17 **section 811e and issue under section 811f a fund-raising plate**
18 **recognizing the Upper Peninsula. The secretary of state in**
19 **conjunction with the Great Lakes Sports Commission shall design the**
20 **fund-raising plate authorized in this section. The fund-raising**
21 **plate authorized in this section must include the outline of the**
22 **map of the Upper Peninsula.**

23 **(2) The owner of a vehicle required to be registered under**
24 **this act may apply, on a form prescribed by the secretary of state,**
25 **for a fund-raising plate recognizing the Upper Peninsula as**
26 **prescribed in section 811f instead of a standard registration**
27 **plate.**

28 **(3) The secretary of state shall transfer the donation money**
29 **from the sale of fund-raising plates recognizing the Upper**

1 Peninsula to the state treasurer, who shall credit the donation
2 money to the Great Lakes Sports Commission fund established under
3 subsection (4).

4 (4) The Great Lakes Sports Commission fund is created within
5 the state treasury. The state treasurer may receive money or other
6 assets from any source for deposit into the fund. The state
7 treasurer shall direct the investment of the fund. The state
8 treasurer shall credit to the fund interest and earnings from fund
9 investments. Money in the fund at the close of the fiscal year must
10 remain in the fund and must not lapse to the general fund.

11 (5) The state treasurer shall disburse money in the fund on a
12 quarterly basis to the Great Lakes Sports Commission. Beginning not
13 later than March 31, 2022, the Great Lakes Sports Commission shall
14 submit to the state treasurer a summary of the expenditures during
15 the preceding year of the money received under this section.