

HOUSE BILL No. 6213

June 5, 2008, Introduced by Rep. Sak and referred to the Committee on Transportation.

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

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
5 registration plate developed and issued under this act.

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

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

3 (2) A fund-raising plate shall contain all of the following as
4 prescribed or approved by the secretary of state:

5 (a) The same generic background.

6 (b) Letters and numbers.

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

9 (d) A design or logo.

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

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

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

24 (4) In using or employing a design, trade name, trademark,
25 service mark, emblem, symbol, logo, or other image on and in
26 conjunction with the marketing, promotion, sale, copyrighting, or
27 merchandising of a fund-raising plate or image of the fund-raising

1 plate, the secretary of state may alter the size of the design,
2 trade name, trademark, service mark, emblem, symbol, logo, or other
3 image but shall not change the color or design of the design, trade
4 name, trademark, service mark, emblem, symbol, logo, or other image
5 without the prior written consent of the respective Michigan
6 university, **MICHIGAN COMMUNITY COLLEGE**, or other person. The
7 secretary of state shall not use or employ a design, trade name,
8 trademark, service mark, emblem, symbol, logo, or other image on
9 and in conjunction with the marketing, promotion, sale,
10 copyrighting, or merchandising of a fund-raising plate or an image
11 of the fund-raising plate in any manner that is offensive to the
12 Michigan university, **MICHIGAN COMMUNITY COLLEGE**, 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. 811e. (1) ~~Beginning January 1, 2007, the~~ **THE** secretary of
17 state may develop a fund-raising plate as provided in this section.

18 (2) ~~A~~ **EXCEPT AS PROVIDED IN SUBSECTION (7), A** start-up fee of
19 \$15,000.00 shall be paid for any new fund-raising plate authorized
20 under this section, which fee shall be deposited in the
21 transportation administration collection fund to be used for the
22 cost of creating, producing, and issuing fund-raising plates. If
23 the fee described in this subsection is not paid within 18 months
24 of the effective date of the public act that authorizes the
25 development and issuance of a fund-raising plate, then the related
26 fund-raising plate shall not be created, produced, or issued. A
27 start-up fee paid under this subsection is nonrefundable.

1 (3) Not less than 3 years after the secretary of state first
2 issues 1 of the fund-raising plates as described in subsection (1)
3 and upon payment of \$2,000.00, the Michigan university, **MICHIGAN**
4 **COMMUNITY COLLEGE**, or other person sponsoring that fund-raising
5 plate may redesign it as approved by the secretary of state. The
6 payment required under this subsection shall be deposited in the
7 transportation administration collection fund to be used for the
8 cost of creating, producing, and issuing fund-raising plates. A
9 payment under this subsection is nonrefundable.

10 (4) The secretary of state may develop 1 or more limited term
11 registration plates to recognize a Michigan university, **A MICHIGAN**
12 **COMMUNITY COLLEGE**, or an accomplishment or occasion of a Michigan
13 university **OR MICHIGAN COMMUNITY COLLEGE**.

14 (5) The secretary of state may ~~, at any 1 time, develop not~~
15 ~~more than 8~~ different state sponsored fund-raising registration
16 plates as described in this section, and matching state-sponsored
17 collector plates as described in section 811g.

18 (6) The secretary of state shall not develop or issue a fund-
19 raising plate unless a public act authorizing the fund-raising
20 plate, at a minimum, does all of the following:

21 (a) Identifies the purpose of the fund-raising plate.

22 (b) Creates a nonprofit fund or designates an existing
23 nonprofit fund to receive the money raised through the sale of
24 fund-raising plates and matching collector plates.

25 (c) If a fund is created, names the person or entity
26 responsible for administering the fund.

27 **(7) THE SECRETARY OF STATE MAY DEVELOP A FUND-RAISING**

1 REGISTRATION PLATE FOR ANY MICHIGAN COMMUNITY COLLEGE THAT REQUESTS
2 THE SECRETARY OF STATE TO DO SO. IF A MICHIGAN COMMUNITY COLLEGE
3 REQUESTS THE SECRETARY OF STATE TO DEVELOP A FUND-RAISING
4 REGISTRATION PLATE UNDER THIS SECTION, THE MICHIGAN COMMUNITY
5 COLLEGE IS EXEMPT FROM PAYING THE \$15,000.00 START-UP FEE.