

Honolulu, Hawaii
Apr: 11, 2010

RE: S.B. No. 2775
S.D. 1
H.D. 2

Honorable Calvin K.Y. Say
Speaker, House of Representatives
Twenty-Fifth State Legislature
Regular Session of 2010
State of Hawaii

Sir:

Your Committees on Consumer Protection & Commerce and
Judiciary, to which was referred S.B. No. 2775, S.D. 1, H.D. 1,
entitled:

"A BILL FOR AN ACT RELATING TO PUBLICITY RIGHTS NAMES AS
DISTINGUISHED FROM TRADE NAMES AND SPECIFYING REGISTRATION
PROCEDURES FOR PUBLICITY RIGHTS NAMES BY AMENDING CHAPTER
482P,"

beg leave to report as follows:

The purpose of this bill is to improve the publicity rights
trade name law by, among other things:

- (1) Renaming "publicity rights trade name" as "publicity
rights name" to distinguish it from trade names and
trademarks;
- (2) Specifying procedures for registering a publicity rights
name; and
- (3) Limiting the term of registration to five years while
permitting subsequent five-year renewals.

The Department of Commerce and Consumer Affairs testified in
support of this bill.



Your Committee has amended this bill by making it effective upon its approval.

As affirmed by the records of votes of the members of your Committees on Consumer Protection & Commerce and Judiciary that are attached to this report, your Committees are in accord with the intent and purpose of S.B. No. 2775, S.D. 1, H.D. 1, as amended herein, and recommend that it pass Third Reading in the form attached hereto as S.B. No. 2775, S.D. 1, H.D. 2.

Respectfully submitted on
behalf of the members of the
Committees on Consumer
Protection & Commerce and
Judiciary,



JON RIKI KARAMATSU, Chair



ROBERT N. HERKES, Chair



