

Honolulu, Hawaii

FEB 10 2010

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

Honorable Colleen Hanabusa
President of the Senate
Twenty-Fifth State Legislature
Regular Session of 2010
State of Hawaii

Madam:

Your Committee on Economic Development and Technology, to which was referred S.B. No. 2775 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,"

begs leave to report as follows:

The purpose of this measure is to clarify provisions related to publicity rights by:

- (1) Renaming "publicity rights trade name registration" as "publicity rights name registration" under chapter 482P, Hawaii Revised Statutes; and
- (2) Giving the Department of Commerce and Consumer Affairs discretion to implement the law in a manner that complies with the law's legislative intent.

Testimony in support of this measure was received from the Department of Commerce and Consumer Affairs.

Written testimony presented to the Committee may be reviewed on the Legislature's website.

Your Committee finds that this measure will prevent confusion for those who wish to register publicity rights names, by authorizing the Department of Commerce and Consumer Affairs to




administer a publicity rights name registration separate from traditional trade name registration. In addition, the measure clarifies that the Department's role is purely ministerial in nature and that the Director has discretion to implement the registration procedures in an efficient manner. Your Committee is supportive of these changes, which are intended to benefit the public.

Your Committee has amended this measure by making technical, nonsubstantive amendments for the purposes of clarity and consistency.

As affirmed by the record of votes of the members of your Committee on Economic Development and Technology that is attached to this report, your Committee is in accord with the intent and purpose of S.B. No. 2775, as amended herein, and recommends that it pass Second Reading in the form attached hereto as S.B. No. 2775, S.D. 1, and be referred to the Committee on Judiciary and Government Operations.

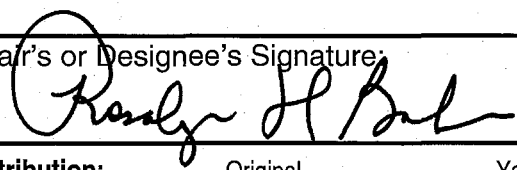
Respectfully submitted on
behalf of the members of the
Committee on Economic
Development and Technology,


CAROL FUKUNAGA, Chair



The Senate
 Twenty-Fifth Legislature
 State of Hawaii

Record of Votes
Committee on Economic Development and Technology
EDT

Bill / Resolution No.:* SB 2775	Committee Referral: EDT, JGO	Date: 2-5-2010		
<input type="checkbox"/> The committee is reconsidering its previous decision on this measure. If so, then the previous decision was to: _____				
The Recommendation is: <input type="checkbox"/> Pass, unamended 2312 <input checked="" type="checkbox"/> Pass, with amendments 2311 <input type="checkbox"/> Hold 2310 <input type="checkbox"/> Recommit 2313				
Members	Aye	Aye (WR)	Nay	Excused
FUKUNAGA, Carol (C)	✓			
BAKER, Rosalyn H. (VC)	✓			
HEE, Clayton				✓
IGE, David Y.	✓			
SLOM, Sam	✓			
TOTAL	4	—	—	1
Recommendation: <input checked="" type="checkbox"/> Adopted <input type="checkbox"/> Not Adopted				
Chair's or Designee's Signature: 				
Distribution: Original Yellow Pink Goldenrod File with Committee Report Clerk's Office Drafting Agency Committee File Copy				

*Only one measure per Record of Votes