



STATE OF HAWAII
DEPARTMENT OF EDUCATION
P.O. BOX 2360
HONOLULU, HAWAII 96804

Date: 03/29/2017

Time: 01:40 PM

Location: 211

Committee: Senate Ways and Means

Department: Education

Person Testifying: Kathryn S. Matayoshi, Superintendent of Education

Title of Bill: HB 0880, HD1, SD1 RELATING TO THE DEPARTMENT OF EDUCATION.

Purpose of Bill: Establishes a Mark Licensing Agreement Program within the Department of Education and authorizes the Department of Education to register trademarks and service marks for department programs and individual department schools and enter into licensing agreements for their use. Effective 7/1/2051. (SD1)

Department's Position:

The Department of Education strongly supports HB 0880, HD1 to authorize the Department to establish a mark licensing agreement program.

HB0880 HD1 will allow the Department and Department schools to register and maintain control of their marks through licensing agreements. A mark licensing agreement program will provide Department programs and schools a means of controlling the use of their marks by third parties. It will also allow Department programs and schools to engage in commercial activities including sponsorships, as long as these activities support the primary educational mission of the school and Department.

These sponsorships can provide valuable financial resources for a host of educational activities, such as scholarships, field trips, sports teams, and clubs--activities that bear an expense, that currently exist outside the realm of educational funding to schools, but are part of the full complement of learning experiences for our students.

Thank you for the opportunity to provide testimony on this measure.