



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

**Date:** 02/14/2017

**Time:** 09:35 AM

**Location:** 211

**Committee:** Senate Ways and Means

**Department:** Education

**Person Testifying:** Kathryn S. Matayoshi, Superintendent of Education

**Title of Bill:** SB 1099 RELATING TO SCHOOLS.

**Purpose of Bill:** Establishes a service mark licensing agreement program within the department of education and authorizes the department to register service marks for department programs and individual department schools and enter into licensing agreements for their use.

**Department's Position:**

The Department of Education (Department) strongly supports S. B. No. 1099 to authorize the Department to establish a service mark licensing agreement program.

S. B. 1099 will allow the Department and Department schools to register and maintain control of their service marks through licensing agreements. A service mark licensing agreement program will provide Department programs and schools a means of controlling the use of their service 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.