



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

**Date:** 03/22/2017

**Time:** 02:00 PM

**Location:** 329

**Committee:** House Consumer Protection and  
Commerce

**Department:** Education

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

**Title of Bill:** SB 1099, SD1, HD1 RELATING TO SCHOOLS.

**Purpose of Bill:** Establishes a mark licensing agreement program within the Department of Education. Authorizes the Department to register trademarks and service marks for department programs and individual department schools and enter into licensing agreements for their use. (SB1099 HD1)

**Department's Position:**

The Department of Education strongly supports S. B. No. 1099, SD1, HD1 to authorize the Department to establish a service mark licensing agreement program.

S. B. 1099 SD1, HD1 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.