
DIGEST

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HB 610 Original

2017 Regular Session

Glover

Abstract: Prohibits use of the names, symbols, or images of a public college or university for any purpose related to the marketing or branding of an alcoholic beverage.

Present law provides for the registration of trademarks and trade names by which the goods and services of one entity are distinguished from the goods and services of another. Prohibits unauthorized use of trademarks and trade names.

Present law, relative to public and accredited private education institutions, prohibits any use of the official name, symbol, seal, or logo of such an institution without written consent of the institution.

Proposed law prohibits all use of the official name, symbol, seal, or logo of a public postsecondary education institution for any purpose related to the marketing or branding of an alcoholic beverage. Otherwise retains present law.

Proposed law provides that an agreement prohibited by proposed law but in effect on the effective date of proposed law may remain in effect but may not be extended or renewed.

Effective upon signature of governor or lapse of time for gubernatorial action.

(Amends R.S. 51:224(A))