

# MAINE STATE LEGISLATURE

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1 FIRST REGULAR SESSION  
2

3 ONE HUNDRED AND ELEVENTH LEGISLATURE  
4

5 Legislative Document

No. 507

6  
7 H.P. 425

House of Representatives, February 1, 1983

8 Received by the Clerk of the House on February 1, 1983. Referred to the  
9 Committee on State Government, and ordered printed pursuant to Joint Rule  
10 14.

EDWIN H. PERT, Clerk

Presented by Representative Michael of Auburn.

Cosponsors: Representative Hayden of Durham, Senator Charette of  
11 Androscoggin and Representative Gwadosky of Fairfield.

12 STATE OF MAINE  
13

14 IN THE YEAR OF OUR LORD  
15 NINETEEN HUNDRED AND EIGHTY-THREE  
16

17 AN ACT Creating a "Maine-owned Business"  
18 Logo.  
19

20 Be it enacted by the People of the State of Maine as  
21 follows:

22 10 MRSA c. 302 is enacted to read:

23 CHAPTER 302

24 MAINE-OWNED BUSINESS LOGO

25 §1541. Maine-owned business logo

26 The State Development Office shall design and  
27 prepare a Maine-owned business logo for use by busi-  
28 ness entities meeting the requirements of this chap-  
29 ter. The logo design shall, to the extent possible,  
30 convey the natural attributes of Maine and the work  
31 ethic of its citizens.

1     §1542. License to use logo

2             Any Maine-owned business entity may apply to the  
3 State Development Office for a license to use the  
4 Maine-owned business logo in the promotion of its  
5 business activities. Application shall be made on  
6 forms provided by the State Development Office.

7             The Maine-owned business logo may be displayed in  
8 any manner with the name, service mark or trademark  
9 of any Maine-owned business entity licensed pursuant  
10 to this section. Use of the logo shall not consti-  
11 tute endorsement of the Maine-owned business entity  
12 or any of its products by the State or any of its  
13 instrumentalities.

14     §1543. Maine-owned business entity; definition

15             For purposes of this chapter, a "Maine-owned  
16 business entity" is any sole proprietorship, partner-  
17 ship, corporation, cooperative or other entity formed  
18 for the purpose of conducting commerce that is at  
19 least 75% owned by residents of this State.

20     §1544. Penalty for misuse

21             The Attorney General may bring an action in Supe-  
22 rior Court to enjoin the unlicensed use of the  
23 Maine-owned business logo. Any business entity found  
24 guilty of unlicensed use of the Maine-owned business  
25 logo commits a civil violation for which a fine not  
26 to exceed \$500 shall be imposed, in addition to the  
27 costs imposed on the State, including reasonable  
28 attorneys' fees, in bringing the action.

29                             STATEMENT OF FACT

30             The purpose of this bill is to establish a  
31 Maine-owned business logo that may be used by Maine  
32 businesses, that are at least 75% owned by Maine res-  
33 idents, in their advertising and other promotional  
34 activity. The State Development Office shall design  
35 the logo and license its use to qualifying Maine  
36 businesses.

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