

The committee shall elect a chairperson from among the legislative members of the committee.

4. The advisory committee shall report its recommendations to the general assembly on or before January 15, 1990. The advisory committee may continue to offer advice and assistance during the course of development of the quality grain program, except that the advisory committee shall be dissolved May 1, 1991.

Approved May 22, 1989

CHAPTER 196

MARKETING OF IOWA PRODUCTS AND SERVICES

H.F. 272

AN ACT relating to the Iowa logo program by providing for the use of a label or trademark to identify Iowa products and services, authorizing the establishment of guidelines, and providing an effective date.

Be It Enacted by the General Assembly of the State of Iowa:

Section 1. Section 15.108, subsection 2, paragraph b, Code 1989, is amended to read as follows:

b. ~~Aid in the marketing and promotion and development of manufacturing in Iowa products and services.~~ The department may adopt, subject to the approval of the board, a label or trademark identifying quality Iowa products and services together with any other appropriate design or inscription and this label or trademark shall be registered in the office of the secretary of state.

(1) ~~The department may register or file the label or trademark under the laws of the United States or any foreign country which permits registration, making the registration as an association or through an individual for the use and benefit of the department.~~

(2) ~~The department shall establish guidelines for granting authority to use the label or trademark to persons or firms who make a satisfactory showing to the department that the products meet product or service meets the guidelines as constituting bona fide, quality Iowa products manufactured, processed, or originating in Iowa.~~ The trademark or label use shall be registered with the department.

(3) ~~A person shall not use the label or trademark or advertise it, or attach it on any promotional literature, manufactured article or agricultural product except as provided in this lettered paragraph without the approval of the department.~~

(4) ~~The department may deny permission to use the label or trademark if the department believes that the planned use would adversely affect the use of the label or trademark as a marketing tool for Iowa products or its use would be inconsistent with the marketing objectives of the department. Notwithstanding chapter 17A, the Iowa administrative procedure Act, the department may suspend permission to use the label or trademark prior to an evidentiary hearing which shall be held within a reasonable period of time following the denial.~~

Sec. 2. This Act, being deemed of immediate importance, takes effect upon enactment.

Approved May 22, 1989