

**187.302 Choose Iowa logo.**

1. As part of the choose Iowa promotional program, the department may establish a choose Iowa logo to identify an Iowa product.

2. The department may register the choose Iowa logo as a mark with the secretary of state under [chapter 548](#). If allowed under federal law, the department may also register the logo as a trademark with the United States patent and trademark office or as a copyright with the United States copyright office.

3. [This section](#) does not require the department to incorporate the name “choose Iowa” as part of a mark, trademark, or copyright, if such name is already protected by state or federal law.

4. If the department registers a mark with the secretary of state, registers a trademark with the United States patent and trademark office, or registers a copyright with the United States copyright office under [this section](#), the state of Iowa shall be named as the owner of the mark, trademark, or copyright.

5. The use of a choose Iowa logo does not do any of the following:

a. Provide an express or implied guarantee or warranty concerning the safety, fitness, merchantability, or use of a product.

b. Supersede, revise, or replace a state or federal labeling requirement, including but not limited to a provision in the federal Fair Packaging and Labeling Act, 15 U.S.C. §1451 et seq.

c. Indicate the grade, specification, standard, or value of any agricultural commodity, component, or product.

[2022 Acts, ch 1152, §5](#)

C2023, §159.29

[2024 Acts, ch 1177, §5, 14, 16](#)

C2025, §187.302

Section transferred from [§159.29](#) in Code 2025 pursuant to directive in [2024 Acts, ch 1177, §14](#)  
Subsections 1 and 5 amended