

261—164.6(15) Denial or suspension of use of logo.

164.6(1) *Denial.* The department may deny permission to use the label or trademark if the department reasonably believes that the applicant's planned use (or for licensees, if the planned or actual 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.

164.6(2) *Suspension.* The department may suspend permission to use the label or trademark for the same reasons stated in subrule 164.6(1), prior to an evidentiary hearing which shall be held within a reasonable period of time following the suspension.