



# State of Tennessee

## PUBLIC CHAPTER NO. 299

### SENATE BILL NO. 806

By Finney, Henry, Beavers, Bowling, Burks, Campfield, Johnson, Kyle, Massey

Substituted for: House Bill No. 718

By Powell, Mitchell, Curtiss, Love, Swann, Eldridge, Moody, Hardaway, Stewart, Evans, Armstrong, Harry Brooks, Kane, Haynes, Camper, Halford

AN ACT to amend Tennessee Code Annotated, Title 4, Chapter 3, Part 7, relative to promoting certain goods and products.

BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF TENNESSEE:

SECTION 1. Tennessee Code Annotated, Title 4, Chapter 3, Part 7, is amended by adding the following language as a new section:

(a) This section shall be known and may be cited as the "Made in Tennessee Act".

(b) The purpose of this section is to create a pilot project that will terminate January 1, 2016, unless extended by the general assembly, to encourage producers and promotion of non-agricultural products made in this state.

(c) The University of Tennessee Center for Industrial Services may:

(1) Use a logo or seal for "Made in Tennessee" products and goods, except for food and agricultural products, that have been substantially processed, fabricated, manufactured or otherwise transformed in this state; and

(2) Take appropriate steps to protect the logo or seal from misuse or infringement as deemed necessary by the center.

(d) Prior to use of the logo or seal, a producer or retailer shall register with the center and comply with all terms, conditions and requirements for use of the logo or seal as determined by the center. A list of all producers and retailers registered with the center may be made available on the center's website.

(e) The center may deny, suspend or revoke a producer or retailer's registration and the ability to use the logo or seal if the producer or retailer fails to comply with the terms, conditions and requirements promulgated by the center.

(f) The department may provide technical assistance to the center upon request.

(g) The center may seek any available grants and other sources of funding to implement and administer the pilot program described in this section.

(h) The center shall report on the pilot project to the commerce and labor committee of the senate and the business and utilities committee of the house of representatives no later than February 1, 2015, and annually thereafter if the pilot project is extended by the general assembly.

(i) As used in this section, unless the context requires otherwise:

(1) "Agricultural products" means horticultural, poultry, dairy and farm products, livestock and livestock products, harvested trees, nursery stock and nursery products;

(2) "Center" means the University of Tennessee Center for Industrial Services;

(3) "Department" means the department of economic and community development;

(4) "Producer" means any individual or legal entity engaged in the processing, fabrication, manufacture or other transformation of goods or products, other than food and agricultural products, in this state; and

(5) "Retailer" means any individual or legal entity engaged in the business of making sales of a producer's goods or products to the public.

SECTION 2. This act shall take effect upon becoming a law, the public welfare requiring it.

SENATE BILL NO. 806

PASSED: April 16, 2013

  
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RON RAMSEY  
SPEAKER OF THE SENATE

  
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BETH HARWELL, SPEAKER  
HOUSE OF REPRESENTATIVES

APPROVED this 29<sup>th</sup> day of April 2013

  
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BILL HASLAM, GOVERNOR