

BY NAVARRE, SUND, SWACKHAMMER,
TAYLOR, GRUENBERG, DAVIDSON,
ULMER, COLLINS, GOLL, HANLEY,
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1 IN THE HOUSE

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HOUSE JOINT RESOLUTION NO. 17

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IN THE LEGISLATURE OF THE STATE OF ALASKA

4

FIFTEENTH LEGISLATURE - FIRST SESSION

5

Relating to the use and recording of

6

trade names to designate seafood pro-

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ducts of Alaska origin.

8 BE IT RESOLVED BY THE LEGISLATURE OF THE STATE OF ALASKA:

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WHEREAS the State of Alaska has expended significant financial re-
sources through the Alaska Seafood Marketing Institute and otherwise to
successfully promote Alaska seafood products in the United States and in
international markets; and

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WHEREAS Alaska seafood resources and the developing Alaska seafood
industry are vital to Alaska's economy; and

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WHEREAS advertising and promotion of Alaska seafood products by the
State of Alaska have contributed to a significant increase in the consump-
tion of seafood products of Alaska origin; and

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WHEREAS the advertising and promotion have been designed specifically
to promote all seafood of Alaska generically, thereby placing significant
value on the origin of the seafood products; and

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WHEREAS the advertising and promotion have led domestic and foreign
consumers to associate seafood of Alaska origin with cold, clean condi-
tions, free of potentially harmful pollutants and additives; and

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WHEREAS some business entities in the United States may try to capi-
talize on the commercial value of the name "Alaskan" with respect to sea-
food; and

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WHEREAS consumers are entitled to rely on their expectation that
products labeled in a manner that suggests they originated in or were
produced in Alaska are, in fact, of Alaska origin; and

1 WHEREAS one purpose of establishing a trade name is to truthfully
2 inform consumers about the nature and origin of a product; and

3 WHEREAS granting the right to use a trade name that falsely implies a
4 certain seafood product is of Alaska origin is unfair and deceptive to
5 consumers and undermines the purpose for which trade names were created;
6 and

7 WHEREAS problems that could arise from seafood products sold under a
8 deceptive label would reflect badly on seafood products of Alaska origin,
9 thereby causing great financial harm to Alaska's seafood marketing pro-
10 grams; and

11 WHEREAS the City and Borough of Sitka, Alaska; the City of Kodiak,
12 Alaska; and the City of Homer, Alaska, have adopted resolutions opposing
13 the use of trade names that falsely imply that seafood products are of
14 Alaska origin; and

15 WHEREAS the Entry, Licensing, and Restricted Merchandise Branch, U.S.
16 Customs Service, has denied the application to record the trade name of the
17 Alaskan Seafood Company, an Arizona corporation trading in seafood manu-
18 factured in Mexico;

19 BE IT RESOLVED that the Alaska State Legislature commends the Entry,
20 Licensing, and Restricted Merchandise Branch, U.S. Customs Service, for its
21 recent denial of the Alaskan Seafood Company application, and respectfully
22 requests that the branch reject any application to record a trade name that
23 falsely suggests that seafood products are of Alaska origin.

24 COPIES of this resolution shall be sent to the Honorable Ted Stevens
25 and the Honorable Frank Murkowski, U.S. Senators, and the Honorable Don
26 Young, U.S. Representative, members of the Alaska delegation in Congress;
27 to William Von Raab, Commissioner of Customs; to Donald W. Lewis, Director,
28 Entry Procedures and Penalties Division, U.S. Customs Service; to Steve I.
29 Pinter, Chief, Entry, Licensing, and Restricted Merchandise Branch, U.S.

1 Customs Service; to Tony Smith, Commissioner of the Alaska Department of
2 Commerce and Economic Development; and to Merry Tuten, Executive Director
3 of the Alaska Seafood Marketing Institute.