

# STATE OF ALASKA

## THE LEGISLATURE

1987

Source

CSHJR 17(L&C)

Legislative  
Resolve No.

8



Relating to the use and recording of trade names to designate seafood products of Alaska origin.

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

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

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

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

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

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

WHEREAS some business entities in the United States may try to capitalize on the commercial value of the name "Alaskan" with respect to seafood; and

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

WHEREAS one purpose of establishing a trade name is to

truthfully inform consumers about the nature and origin of a product; and

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

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

WHEREAS numerous Alaska communities have adopted resolutions opposing the use of trade names that falsely imply that seafood products are of Alaska origin; and

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

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

COPIES of this resolution shall be sent to the Honorable Ted Stevens and the Honorable Frank Murkowski, U.S. Senators, and the Honorable Don Young, U.S. Representative, members of the Alaska delegation in Congress; to William Von Raab, Commissioner of Customs; to Donald W. Lewis, Director, Entry Procedures and Penalties Division, U.S. Customs Service; to Steve I. Pinter, Chief, Entry, Licensing, and Restricted Merchandise Branch, U.S. Customs Service; to Tony Smith, Commissioner of the Alaska Department of Commerce and Economic Development; and to Merry Tuten, Executive Director of the Alaska Seafood Marketing Institute.