



2019-2020 General Assembly

SENATE BILL 315: North Carolina Farm Act of 2019-20, Sec. 6: Enact the North Carolina Sweetpotato Act for the Promotion of North Carolina Sweetpotatoes

Committee:
Introduced by:
Analysis of: Sec. 6 of S.L. 2020-18

Date: October 12, 2020
Prepared by: Chris Saunders
Staff Attorney

OVERVIEW: Section 6 of S.L. 2020-18 allows the Commissioner of Agriculture to register, license, and protect a trademark for the sale and promotion of North Carolina sweetpotatoes and to collect a reasonable royalty or license fee for use of the mark. The Commissioner must remit all royalties and license fees received, less any costs associated with monitoring the use of the trademark, prohibiting the unlawful or unauthorized use of the trademark, and enforcing rights in the trademark, to the North Carolina SweetPotato Commission for the promotion of North Carolina sweetpotatoes. This section also directs the Commissioner to appoint a North Carolina Sweetpotato Advisory Council to give advice on the promotion of North Carolina sweetpotatoes.

This section became effective June 12, 2020.

BACKGROUND: Section 2.7 of S.L. 2020-80 changed the name of the advisory council to the North Carolina Sweetpotato Quality and Branding Advisory Council and made changes to the makeup, duties, and meeting schedule of the council.

Jeffrey Hudson
Director



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Legislative Analysis
Division
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