

FIRST REGULAR SESSION

HOUSE BILL NO. 438

97TH GENERAL ASSEMBLY

INTRODUCED BY REPRESENTATIVES ROWLAND (Sponsor), COOKSON, REDMON, SHUMAKE,
ELMER, WEBBER, BLACK, FITZWATER, JUSTUS, SMITH (120) AND SCHATZ (Co-sponsors).

1391L.011

D. ADAM CRUMBLISS, Chief Clerk

AN ACT

To repeal section 301.449, RSMo, and to enact in lieu thereof one new section relating to license plates, with an emergency clause.

Be it enacted by the General Assembly of the state of Missouri, as follows:

Section A. Section 301.449, RSMo, is repealed and one new section enacted in lieu thereof, to be known as section 301.449, to read as follows:

201.449. **1.** Only a community college or four-year public or private institution of higher education, or a foundation or organization representing the college or institution, located in the state of Missouri may itself authorize or may by the director of revenue be authorized to use the school's official emblem to be affixed on multiyear personalized license plates as provided in this section.

2. Any contribution to such institution derived from this section, except reasonable administrative costs, shall be used for scholarship endowment or other academically related purposes. Any vehicle owner may annually apply to the institution for the use of the emblem. Upon annual application and payment of an emblem-use contribution to the institution, which shall be set by the governing body of the institution at an amount of at least twenty-five dollars, the institution shall issue to the vehicle owner, without further charge, an "emblem-use authorization statement", which shall be presented by the vehicle owner to the department of revenue at the time of registration. Upon presentation of the annual statement and payment of the fee required for personalized license plates in section 301.144, and other fees and documents which may be required by law, the department of revenue shall issue a personalized license plate, which shall bear the seal, emblem or logo of the institution, to the vehicle owner.

EXPLANATION — Matter enclosed in bold-faced brackets [thus] in the above bill is not enacted and is intended to be omitted from the law. Matter in **bold-face** type in the above bill is proposed language.

17 **3.** The license plate authorized by this section shall use the school colors of the
18 institution, and those colors shall be constructed upon the license plate using a process to ensure
19 that the school emblem shall be displayed upon the license plate in the clearest and most
20 attractive manner possible. Such license plates shall be made with fully reflective material with
21 a common color scheme and design, shall be clearly visible at night, and shall be aesthetically
22 attractive, as prescribed by section 301.130. The license plate authorized by this section shall
23 be issued with a design approved by both the institution of higher education and the advisory
24 committee established in section 301.129.

25 **4.** A vehicle owner, who was previously issued a plate with an institutional emblem
26 authorized by this section and does not provide an emblem-use authorization statement at a
27 subsequent time of registration, shall be issued a new plate which does not bear the institutional
28 emblem, as otherwise provided by law.

29 **5. Notwithstanding the provisions of subsection 1 of this section, any community**
30 **college or four-year public or private institution of higher education, or any foundation or**
31 **organization representing the college or institution, located outside the state of Missouri,**
32 **which has authorized the use of its official emblem to be affixed on multiyear personalized**
33 **license plates prior to August 28, 2012, may continue to authorize the use of its official**
34 **emblem on such plates. Nothing in subsection 1 shall be construed to prohibit the**
35 **manufacture or renewal of multiyear personalized license plates bearing out-of-state**
36 **university, college, or institution of private learning official emblems if such emblems were**
37 **authorized for use on such plates prior to August 28, 2012.**

38 **6.** The director of revenue shall make necessary rules and regulations for the enforcement
39 of this section, and shall design all necessary forms including establishing a minimum number
40 of license plates which can be issued with the authorized emblem of a participating institution.

Section B. Because of the need to ensure that motorists who were issued valid license
2 plates are legally registered within the state of Missouri and because of the need to avoid
3 unnecessary administrative plate recalls, this act is deemed necessary for the immediate
4 preservation of the public health, welfare, peace and safety, and is hereby declared to be an
5 emergency act within the meaning of the constitution, and this act shall be in full force and effect
6 upon its passage and approval.

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