

Subject “Portorama” name designation

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Overview

This bill repeals a series of sections of law that protect the use of the word “Portorama” against its use for profit by any person or entity that is not authorized to do so by the Duluth Jaycees.

“Portorama” refers to a major annual community festival held in Duluth many decades ago, sponsored by the Duluth Jaycees; the height of the festival’s popularity was in the 1960s. The legislature enacted a law protecting use of the festival’s name in 1967.

Though trademarks are largely governed by federal law, the sections proposed for repeal in this bill provide an additional state criminal penalty (a misdemeanor) for misuse of the word.

Enactment of this bill would effectively permit use of the word “Portorama” for other purposes, without state penalty. The bill does not waive or modify trademark or other rights that may apply to use of the word under federal law.

The legislature has enacted similar trademark protections in law for the Minnesota Zoo and the Minneapolis Aquatennial festival, and laws that protect distinctive marks and brands more generally. Those protections are unchanged by this bill.