

FOR IMMEDIATE RELEASE (3.28.2006)

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Native Hawaiian Cultural Trademark Study 2006

The Native Hawaiian Cultural Trademark Study is a seven month long process to determine the need for, and parameters of, a cultural trademark program for distinguishing authentic Native Hawaiian cultural arts. The study is proceeding in two phases. Four public informational meetings for Native Hawaiian artisans will be held between January and May of 2006, on O'ahu, Hawai'i, Maui, and Kaua'i. An informational workshop held on January 14th at Kamakakūokalani, Center for Hawaiian Studies, launched the study and began the dialogue. Please see the complete schedule and more detailed information below.

The speakers at each meeting will be Leighton Chong, and Maile Andrade

Kaua'i • February 11, 2006 • 9:00am to 12:00pm

The Aloha Center at Nāwiliwili • Kaua'i Host: Sabra Kauka

O'ahu • Meeting date and time TBA

Please visit us on-line for updates: www.paifoundation.org

Maui • April 8, 2006 • 9:00am to 12:00pm

Maui Arts & Cultural Center, Gallery Meeting Rm.

Maui Host: Hokulani Holt Padilla

Hawai'i • Tentative dates are May 19 & 20; Times TBA

We hope to hold meetings in both Kona and Hilo.

Please visit us on-line for updates: www.paifoundation.org

What is a Trademark?

It is a distinctive certified mark word, phrase, logo, design, or combination thereof that is not merely descriptive, is subject to legitimate control of a legal entity, and is used to designate certify origin, quality or authenticity of cultural goods or services. A cultural certification trademark may be used to certify the cultural authenticity of goods and services, in this case, produced by Native Hawaiian artists and practitioners.

Who would use a Trademark?

Although many people think that a trademark is a logo or mark distinguishing one corporation's products from its competitors, a trademark can also be used by a non-commercial entity to certify and legally define products, services, and even intellectual property, of a particular group of people with a distinct native culture; Native Hawaiians are such a group.

Why Might a Cultural Certification Trademark be needed?

Authentic Cultural arts and crafts produced in an authentic manner or even contemporary works produced in a form true to an authentic culture or tradition are important for a variety of reasons, most importantly, they are the expressions of and represent the traditional knowledge of a particular culture. The products and their production help to perpetuate that culture and its traditional knowledge for future generations. A trademark under Western law can assist, in this case Native Hawaiians, in preserving our culture by helping to distinguish their authentic cultural arts and crafts work to visitors and purchasers from those products that are mass produced fakes.

Cultural Trademarks Already in Use

The First Peoples (Native American Indians) have various trademarks that were instituted and are protected under the Indian Arts & Crafts Act or the IACA. In addition, the Native Maori people of Aotearoa also have a cultural trademark, created in 2000, called Toi Iho. Native Hawaiians can adopt and use a cultural trademark under existing trademark law.

VISIT THE NATIVE HAWAIIAN CULTURAL TRADEMARK STUDY ON-LINE:

WWW.PAIFOUNDATION.ORG