

Hale Kū'ai Cooperative
invites Native Hawaiian Artists to gather

Native Hawaiian Cultural Trademark Study

INFORMATIONAL WORKSHOPS

Funded by the Office of Hawaiian Affairs

4 Meetings * 4 Islands

The speakers at each meeting will be
Leighton Chong, Maile Andrade,
and Study Coordinator Ho'oipo K. Pa.

Kaua'i • February 11, 2006

The Aloha Center at Nāwiliwili
9:00am to 12:00pm

Kaua'i Host: Sabra Kauka (808) 246-8899

O'ahu • March 18, 2006

Kamakakūokalani, Center for Hawaiian Studies

Time To Be Announced

O'ahu Host: To Be Announced

Maui • April 4, 2006

Maui Arts & Cultural Center–Gallery Meeting Rm.

9:00am to 12 noon

Maui Host: Hokulani Holt Padilla

Hawai'i • May 12 & 13, 2006

Fri. 12th: Kona Outdoor Circle Ed. Ctr. 6p - 8:30p

Sat. 12th: Hilo, more information will be forthcoming

Hawai'i Hosts: Hiko'ula Hanapi & Nelson Makua

FOR INFORMATION, PLEASE CONTACT
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or e-mail: malamaonakii@hawaii.rr.com.

MAHALO TO OUR SPONSORS

Office of Hawaiian Affairs, PA'I Foundation, Keomailani Hanapi Foundation, 'Īlio'ulaokalani Coalition, Native Books/Nā Mea Hawai'i, MA'A: Maoli Arts Alliance, Hale Kū'ai Cooperative, Native Hawaiian Culture and Arts Program, Titaangelo Creations, Inc., and Kamakakūokalani–Center for Hawaiian Studies at the University of Hawai'i at Mānoa

Native Hawaiian Cultural Trademark Study 2006

The Native Hawaiian 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 information meetings for Native Hawaiian artisans will be held in January and February of 2006, on O'ahu, Hawai'i, Maui, and Kaua'i. The January 14th session at Kamakakūokalani, will launch the study and begin the dialogue.

What is a Cultural Trademark?

It is a distinctive 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 or 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 or even contemporary works produced in a form true to an authentic culture or tradition are important as expressions of 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 authentic cultural arts and crafts work to visitors and purchasers from those products that are mass produced fakes.

Cultural Trademarks 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.