



DAVID Y. IGE  
GOVERNOR

JOSH GREEN  
LT. GOVERNOR

**STATE OF HAWAII  
OFFICE OF THE DIRECTOR  
DEPARTMENT OF COMMERCE AND CONSUMER AFFAIRS**

335 MERCHANT STREET, ROOM 310  
P.O. BOX 541  
HONOLULU, HAWAII 96809  
Phone Number: 586-2850  
Fax Number: 586-2856  
cca.hawaii.gov

CATHERINE P. AWAKUNI COLÓN  
DIRECTOR

JO ANN M. UCHIDA TAKEUCHI  
DEPUTY DIRECTOR

**Testimony of the Department of Commerce and Consumer Affairs**

**Before the  
Senate Committee on Commerce, Consumer Protection, and Health  
Thursday, February 6, 2020  
9:30 a.m.  
State Capitol, Conference Room 229**

**On the following measure:  
S.B. 2354, RELATING TO DECEPTIVE PRACTICES**

Chair Baker and Members of the Committee:

My name is Stephen Levins, and I am the Executive Director of the Department of Commerce and Consumer Affairs' (Department) Office of Consumer Protection (OCP). The Department supports this bill.

The purposes of this bill are to: (1) prohibit a person from advertising or conducting a live musical performance through deceptive affiliation under certain conditions; and (2) enable action against deceptive practices by imposing penalties and a private right of action.

This bill seeks to protect the intellectual property of musical artists and to protect consumers from deceptive practices by prohibiting advertising or conducting live performances of legacy performing groups, unless the performance includes one member of the original group, is identified as a tribute band, or the group is an authorized owner of a federal service mark for the original group. Honolulu has several famous legacy musical acts scheduled to perform in 2020 at venues as intimate as the

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Blue Note Hawaii in Waikiki to large arenas like the Neal S. Blaisdell Center. The musical acts performing in Hawaii this year include '80s bands Kool and the Gang and Hall & Oates, as well as '90s all-female hip-hop trio TLC and boy band 98 Degrees. As such, the Department believes that consumers will benefit from this bill because they will know with certainty whether the band is the original one or instead a tribute act.

Thank you for the opportunity to testify on this bill.