

By: Geren

H.R. No. 1962

R E S O L U T I O N

1           WHEREAS, July 5, 2021, is the 75th anniversary of the signing  
2 of the Lanham Act by President Harry S. Truman, marking a  
3 significant milestone in the effort to protect American consumers  
4 and manufacturers from the proliferation of counterfeit goods; and

5           WHEREAS, Counterfeit products undermine laws, threaten the  
6 economy, and pose both potential and actual harm to consumers in  
7 Texas and across the nation; in April 2021, the Organization for  
8 Economic Cooperation and Development reported that counterfeit  
9 goods were on the rise, constituting as much as 3.3 percent of  
10 globally traded goods at a cost of \$500 billion; there are  
11 approximately 180,000 registered trademarks owned by Texas  
12 businesses and more than 2.5 million active trademarks in the  
13 United States, and each year, brand owners ranging from small  
14 businesses to major corporations collectively spend billions of  
15 dollars to remove counterfeit products from circulation; and

16           WHEREAS, Also known as the Trademark Act of 1946, the Lanham  
17 Act provides the foundation for modern federal trademark  
18 protection, creating remedies for brand owners and helping  
19 consumers by reducing the number of counterfeit and confusingly  
20 similar products in the marketplace; cited in over 50 Supreme Court  
21 decisions and 54,000 cases in state and federal courts, the act has  
22 helped establish a nationwide framework for the protection of  
23 logos, words, phrases, names, packaging, scents, shapes, colors,  
24 and other elements of trademark; these measures help protect the

1 integrity of consumer goods ranging from soap and toothpaste to  
2 pharmaceuticals and military equipment; and

3         WHEREAS, The primary sponsor of the act was Fritz Lanham of  
4 Fort Worth, who represented the 12th Congressional District in the  
5 U.S. House of Representatives from 1919 to 1947; during his  
6 remarkable 27-year tenure, he served as chair of the House  
7 Committee on Public Buildings and Grounds, playing a vital role in  
8 the construction of such important federal buildings as the Pan  
9 American Union Building, the Longworth House Office Building, and  
10 many U.S. courthouses and post offices; he also served on the  
11 Supreme Court Building Commission under former president and chief  
12 justice William Howard Taft, helping to oversee the construction of  
13 the U.S. Supreme Court building, on time and under budget; and

14         WHEREAS, For 75 years, the Lanham Act has enabled the  
15 U.S. Patent and Trademark Office to administer a strong and  
16 effective federal trademark system, and in so doing, this important  
17 legislation has helped protect both brand owners and consumers in  
18 the marketplace; now, therefore, be it

19         RESOLVED, That the House of Representatives of the 87th Texas  
20 Legislature hereby commemorate the 75th anniversary of the passage  
21 of the Lanham Act and pay tribute to the life and legacy of  
22 U.S. Representative Fritz Lanham.