

THE FLORIDA SENATE
2026 SUMMARY OF LEGISLATION PASSED
Committee on Commerce and Tourism

CS/CS/HB 679 — Registration of Trademarks

by Commerce Committee; Industries & Professional Activities Subcommittee; and Rep. Greco (CS/SB 696 by Rules Committee and Senator Martin)

The bill aligns Florida’s trademark registration system with federal law and international standards. The bill mandates the Department of State use the U.S. Patent and Trademark Office’s system of classification of goods and services set forth in 37 C.F.R. s. 6.1, as amended, rather than the general classes for trademarks for goods and services set in current law.

The bill also requires the department to create an online registration system for registering and renewing trademarks. Currently, trademark registration is only available through a printed application mailed to the department. The new system must make the online application available by December 31, 2027, giving the department time to procure a system that meets the requirements of the new law.

The bill allows for verification of applications to be made via a written declaration, electronically, or other statutorily accepted methods rather than a notary public. The bill requires that every online application be accompanied by an electronic copy of the specimen which complies with the requirements of the department, showing the mark as actually used.

If approved by the Governor, or allowed to become law without the Governor's signature, these provisions take effect on July 1, 2026.

Vote: Senate 38-0; House 114-0