*** § 404-s. Issuance of distinctive "I Love New York" plates.** 1. Any person residing in this state shall, upon request, be issued a distinctive "I Love New York" license plate. The design of such distinctive plate shall be developed by the commissioner in cooperation with the commissioner of the department of economic development and shall utilize the phrase "I Love New York", and/or a representative logo, in a manner consistent with usage thereof by the department of economic development and tourist promotion agencies recognized pursuant to section one hundred sixty-three of the economic development law.

2. A distinctive plate issued pursuant to this section shall be issued in the same manner as other number plates upon the payment of the regular registration fee prescribed by section four hundred one of this article provided, however, that an additional annual service charge of fifteen dollars shall be charged for such plate. Such service charge shall be deposited to the credit of the department of economic development and shall be made available for services and expenses for tourism marketing as provided for in subdivision sixteen of section one hundred of the economic development law provided, however, that the department of economic development shall reimburse the department an amount not to exceed six thousand dollars for costs associated with the production of such plate.

3. A distinctive plate issued pursuant to this section to a person who purchases a lifetime license pursuant to section 11-0702 of the environmental conservation law or a lifetime vehicle access pass, also known as a lifetime empire passport, pursuant to article thirteen of the parks, recreation and historic preservation law between January first, two thousand fourteen and December thirty-first, two thousand fourteen shall be issued in the same manner as other number plates upon the payment of the regular registration fee prescribed by section four hundred one of this article; provided, however, that commencing upon the third registration period after the initial issuance of such plate, an additional annual service charge of fifteen dollars shall be charged for such plate. Such service charge shall be deposited and made available in the same manner as set forth in subdivision two of this section. Additionally, such person shall be exempt from the payment of (a) the

twenty-five dollar fee required to be paid for the issuance of a set of reflectorized number plates pursuant to paragraph a of subdivision three of section four hundred one of this article, and (b) the fee of three dollars and twenty-five cents for the issuance of a new set of number plates pursuant to paragraph b of subdivision three of section four hundred one of this article.

4. A person who, prior to January first, two thousand fourteen, possesses a lifetime license pursuant to section 11-0702 of the environmental conservation law or a lifetime vehicle access pass, also known as a lifetime empire passport, or a three or five year vehicle access pass pursuant to article thirteen of the parks, recreation and historic preservation law shall, on request between April first, two thousand fourteen and March thirty-first, two thousand fifteen, be issued a distinctive plate pursuant to this section in the same manner as other number plates upon the payment of the regular registration fee prescribed by section four hundred one of this article; provided, however, that commencing upon the third registration period after the initial issuance of such plate, an additional annual service charge of fifteen dollars shall be charged for such plate. Such service charge shall be deposited and made available in the same manner as set forth in subdivision two of this section. Additionally, such person shall be exempt from the payment of the fee of three dollars and twenty-five cents for the issuance of a new set of number plates pursuant to paragraph b of subdivision three of section four hundred one of this article.

5. Any New York resident who possesses a hunting, fishing or trapping license issued pursuant to title seven of article eleven of the environmental conservation law or an annual vehicle access pass, also known as an empire passport, pursuant to article thirteen of the parks, recreation and historic preservation law shall, upon request, be issued the distinctive plate available to a person who purchases a lifetime license or passport, which shall be issued in the same manner as other number plates upon the payment of the regular registration fee prescribed by section four hundred one of this article; provided, however, that an additional annual service charge of fifteen dollars

shall be charged for such plate. Such service charge shall be deposited and made available in the same manner as set forth in subdivision two of this section.

* NB There are 4 § 404-s's