

TITLE 12 DEPARTMENT OF REVENUE
Division 10 – Director of Revenue
Chapter 23 – Motor Vehicle

PROPOSED AMENDMENT

12 CSR 10-23.185 Obscene License Plates. The department is amending the purpose statement and section (3) and deleting section (4).

PURPOSE: This rule is being amended for clarity and to align with existing statutes.

*PURPOSE: This rule [establishes] **supplements** the guidelines for [issuing] **review and approval of personalized motor vehicle license plates prior to issuance.***

(3) No motor vehicle license plate will be issued by the Department of Revenue if the language or symbols on the plate are obscene [*or*], profane, **patently offensive or contemptuous of a racial or ethnic group, or offensive to good taste or decency, or would present an unreasonable danger to the applicant or public.** In order to make this determination, the Department of Revenue will look to the way the average person applying contemporary community standards would view the license plate. Factors which the Department of Revenue may consider in this regard include, but are not limited to—

(A) An explanation by the registrant as to why [*s/he*] **they** chose particular language or symbols to be on [*his/her*] **their** personalized motor vehicle license plate;

(B) Complaints from the public regarding a license plate with the same letters, numbers or symbols as that requested or held by the registrant;

(C) Complaints from the public regarding a license plate with similar letters, numbers or symbols as that requested or held by the registrant;

(D) Dictionary definitions of the language or symbols requested by the registrant; [*and*]

(E) Information from other states regarding motor vehicle plates which have not been issued by them because they found them to be obscene or profane[.]; **and**

(F) Review of the configuration of the plate backwards.

[(4) The Department of Revenue shall recall any personalized motor vehicle license plate which it has already issued if it determines that a plate is obscene or profane.]

AUTHORITY: section 301.144, RSMo 2016. Original rule filed Jan. 6, 1986, effective April 11, 1986. Emergency amendment filed Jan. 2, 1992, effective Jan. 12, 1992, expired May 10, 1992. Amended: Filed Jan. 2, 1992, effective May 14, 1992. Amended: Filed May 30, 2023, effective Dec. 30, 2023. Amended: Filed August 18, 2025.*

**Original authority: 301.144, RSMo 1977, amended 1979, 1983, 1984, 1989.*

Public Cost: This proposed amendment will not cost state agencies or political subdivisions more than five hundred dollars (\$500) in the aggregate.

Private Cost: This proposed amendment will not cost private entities more than five hundred dollars (\$500) in the aggregate.

*NOTICE TO SUBMIT COMMENTS: Anyone may file a statement in support of or in opposition to this proposed amendment with the Missouri Department of Revenue, Legislative Office, 301 West High Street, Room 218, Jefferson City, MO 65105-0475. To be considered, comments must be received within thirty (30) days after publication of this notice in the **Missouri Register**. No public hearing is scheduled.*