

SECOND REGULAR SESSION

HOUSE BILL NO. 1719

95TH GENERAL ASSEMBLY

INTRODUCED BY REPRESENTATIVES SCHIEFFER (Sponsor), ATKINS, NOLTE,
LeBLANC AND HODGES (Co-sponsors).

3723L.011

D. ADAM CRUMBLISS, Chief Clerk

AN ACT

To amend chapter 407, RSMo, by adding thereto one new section relating to deceptive advertising practices.

Be it enacted by the General Assembly of the state of Missouri, as follows:

Section A. Chapter 407, RSMo, is amended by adding thereto one new section, to be known as section 407.311, to read as follows:

407.311. 1. No person or business shall misrepresent the geographic location of the supplier of a service or product by listing, displaying, or publishing a fictitious business name or an assumed business name in a telephone directory or any advertisement, including but not limited to, any written, television, or radio advertisement or any flyer if:

5 **(1) The name misrepresents the geographic location of the supplier; and**

6 **(2) The listing or advertisement fails to identify the address including the state of the business of the supplier.**

8 **2. For purposes of this section, a person or business who lists, displays, or publishes advertisements or a telephone company or other provider of a telephone directory or its officer or agent is immune from liability for listing, displaying, or publishing a fictitious business name or assumed business name of a supplier unless such person, business, or telephone company or other provider of a telephone directory is the same person as the supplier of the services or products who has committed the deceptive act.**

14 **3. Any person who violates the provisions of this section is guilty of an unlawful practice under section 407.020.**

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EXPLANATION — Matter enclosed in bold-faced brackets [thus] in the above bill is not enacted and is intended to be omitted from the law. Matter in **bold-face** type in the above bill is proposed language.