

HB 1719 -- Misrepresentation of a Business

Sponsor: Schieffer

This bill prohibits an individual or business from misrepresenting the geographic location of the service or product supplier by using a fictitious or an assumed business name in a telephone directory or any advertisement including written, television or radio, or a flyer. Misrepresentation occurs if the name misrepresents the location of the supplier of the goods or service or the listing fails to identify the address including the state of the supplier. Any person violating these provisions will be guilty of an unlawful practice, a class D felony.

Telephone companies, telephone directory publishers or their officers and agents, and individuals or businesses that list, display, or publish advertisements are immune from liability for listing, displaying, or publishing the listing of a fictitious or assumed business name unless they committed the deceptive practice.