

# MAINE STATE LEGISLATURE

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FIRST REGULAR SESSION

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ONE HUNDRED AND NINTH LEGISLATURE

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**Legislative Document**

**No. 1250**

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H. P. 1017

House of Representatives, March 16, 1979

On Motion of Mr. Howe of South Portland, referred to the Committee on Business Legislation. Sent up for concurrence and ordered printed.

EDWIN H. PERT, Clerk

Presented by Ms. Small of Bath.

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STATE OF MAINE

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IN THE YEAR OF OUR LORD NINETEEN HUNDRED  
SEVENTY-NINE

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**AN ACT to Prohibit the Licensing of Deceptively Similar Names for Firms or Corporations of Agents, Brokers, Adjusters or Consultants under the Insurance Law.**

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Be it enacted by the People of the State of Maine, as follows:

**24-A MRSA § 1517, sub-§§ 4-A and 4-B** are enacted to read:

**4-A.** All the licensees shall be subject to the same restrictions with regard to deceptively similar names as applied to insurers under section 408, sub-§ 1.

**4-B.** All the licensees shall advertise only in the name under which they are licensed.

STATEMENT OF FACT

The number of agents and brokers that are incorporating is increasing substantially. To eliminate the possibility of misleading, deceiving and possible harming the consumer, these prohibitions appear desirable.