

# MAINE STATE LEGISLATURE

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2.24.04

L.D. 1711

DATE: 2.24.04

(Filing No. S-398)

UTILITIES AND ENERGY

Reported by: MINORITY

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STATE OF MAINE SENATE 121ST LEGISLATURE SECOND SPECIAL SESSION

COMMITTEE AMENDMENT "A" to S.P. 643, L.D. 1711, Bill, "An Act To Require That a Directory Listing of a Commercial Toll-free Number Include an Address"

Amend the bill by striking out the title and substituting the following:

'An Act Concerning Advertising of Business Names in Telephone Directories'

Further amend the bill by striking out everything after the enacting clause and before the summary and inserting in its place the following:

'Sec. 1. 10 MRSA c. 206-C is enacted to read:

CHAPTER 206-C

MISREPRESENTATION OF BUSINESS NAMES

§1250-L. Locale misrepresentation

1. General prohibition. Except as provided in subsection 2, a person may not advertise or cause to be listed in a telephone directory a business name that:

A. Is intentionally designed to misrepresent where the business is located or operating; or

B. Falsely identifies the business as being located or operating in the area covered by the telephone directory.

COMMITTEE AMENDMENT

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2. Exceptions. Subsection 1 does not apply to:

A. A telephone service provider or the publisher or distributor of a telephone service directory, unless the conduct proscribed by subsection 1 is on behalf of that telephone service provider, publisher or distributor; or

B. Any foreign corporation, the stock of which is traded on a national stock exchange and that has gross annual revenues in excess of \$100,000,000.

3. Violation. A person who violates this section commits a civil violation for which a fine of not less than \$500 nor more than \$1,000 may be adjudged. Each day of a violation constitutes a separate offense.'

**SUMMARY**

This amendment, which is the minority report of the Joint Standing Committee on Utilities and Energy, replaces the bill and changes the title to reflect the substance of the amendment. This amendment prohibits a person from advertising or causing to be listed in a telephone directory a business name that is intentionally designed to misrepresent where the business is located or operating or falsely identifies the business as being located or operating in the area covered by the telephone directory.

**FISCAL NOTE REQUIRED**  
(See attached)

**121st Maine Legislature  
Office of Fiscal and Program Review**



**LD 1711**

**An Act To Require That a Directory Listing of a Commercial Toll-free  
Number Include an Address**

**LR 2370(02)**

**Fiscal Note for Bill as Amended by Committee Amendment 'A'**

**Committee: Utilities and Energy**

**Fiscal Note Required: Yes**

**Minority Report**

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**Fiscal Note**

Minor cost increase - General Fund  
Minor revenue increase - General Fund

**Correctional and Judicial Impact Statements:**

Establishes new civil violations