

MAINE STATE LEGISLATURE

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122nd MAINE LEGISLATURE

FIRST REGULAR SESSION-2005

Legislative Document

No. 464

S.P. 151

In Senate, February 1, 2005

An Act To Prohibit Certain Uses of a Financial Institution's Name

Reference to the Committee on Insurance and Financial Services suggested and ordered printed.

A handwritten signature in cursive script that reads "Joy J. O'Brien".

JOY J. O'BRIEN
Secretary of the Senate

Presented by Senator MAYO of Sagadahoc.

Cosponsored by Senator SULLIVAN of York, Representative PERRY of Calais and
Senators: ANDREWS of York, DIAMOND of Cumberland, STRIMLING of Cumberland,
Representatives: GLYNN of South Portland, RICHARDSON of Warren.

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

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Sec. 1. 24-A MRSA §2154, as enacted by PL 1969, c. 132, §1,
4 is amended to read:

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§2154. False information, advertising

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No A person shall may not make, publish, disseminate,
circulate, or place before the public, or cause, directly or
indirectly, to be made, published, disseminated, circulated, or
placed before the public, in a newspaper, magazine or other
publication, or in the form of a notice, circular, pamphlet,
letter or poster, or over any radio or television station, or in
any other way, an advertisement, announcement or statement
containing any assertion, representation or statement with
respect to the business of insurance or with respect to any
person in the conduct of his that person's insurance business,
whieh that is untrue, deceptive or misleading or that uses the
name of a financial institution without that financial
institution's express written permission.

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SUMMARY

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This bill prohibits a person from using the name of a
financial institution in the solicitation of insurance without
the express written permission of that financial institution.