

# MAINE STATE LEGISLATURE

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L.D. 1253

Date: 4-24-07

(Filing No. S- 57 )

**INSURANCE AND FINANCIAL SERVICES**

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**STATE OF MAINE**

**SENATE**

**123RD LEGISLATURE**

**FIRST REGULAR SESSION**

COMMITTEE AMENDMENT "A" to S.P. 439, L.D. 1253, Bill, "An Act To Protect Consumers from Deceptive Insurance Solicitation"

Amend the bill by striking out everything after the enacting clause and before the summary and inserting the following:

'Sec. 1. 24-A MRSA §2154, as amended by PL 2007, c. 32, §1, is further amended to read:

**§2154. False information; advertising**

A person 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 on a business card, 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 that person's insurance business or with respect to the name of a financial institution in a manner that is untrue, deceptive or misleading ~~or that uses the name of a financial institution without that financial institution's express written permission unless the person discloses that the person does not have permission to use the financial institution's name and the person discloses that the person is not affiliated with the financial institution.~~

**SUMMARY**

This amendment replaces the bill. The amendment prohibits a person from using the name of a financial institution in insurance solicitations in a manner that is untrue, deceptive or misleading.

**COMMITTEE AMENDMENT**