

MAINE STATE LEGISLATURE

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123rd MAINE LEGISLATURE

FIRST REGULAR SESSION-2007

Legislative Document

No. 1253

S.P. 439

March 8, 2007

An Act To Protect Consumers from Deceptive Insurance Solicitation

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 SULLIVAN of York.
Cosponsored by Representative RICHARDSON of Warren and Representatives: KNIGHT of
Livermore Falls, SAMSON of Auburn.

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

2 **Sec. 1. 24-A MRSA §2154**, as amended by PL 2005, c. 46, §1, is further amended
3 to read:

4 **§2154. False information, advertising**

5 A person may not make, publish, disseminate, circulate or place before the public, or
6 cause, directly or indirectly, to be made, published, disseminated, circulated or placed
7 before the public, in a newspaper, magazine or other publication, or in the form of a
8 notice, circular, pamphlet, letter or poster, or over any radio or television station, or in
9 any other way, an advertisement, announcement or statement containing any assertion,
10 representation or statement with respect to the business of insurance or with respect to
11 any person in the conduct of that person's insurance business that is untrue, deceptive or
12 misleading or that uses the name of a financial institution without that financial
13 institution's express written permission ~~unless the person discloses that the person does~~
14 ~~not have permission to use the financial institution's name and the person discloses that~~
15 ~~the person is not affiliated with the financial institution.~~

16 **SUMMARY**

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