



1997 ASSEMBLY BILL 327

April 28, 1997 - Introduced by Representatives HARSDORF, POWERS, M. LEHMAN, LA FAVE, ALBERS, FREESE, PLOUFF, SYKORA, KRUG, WOOD, PORTER, HANSON, SKINDRUD, J. LEHMAN, HASENOHRL, LADWIG, SERATTI, OTT, SCHAFER, VRAKAS and GRONEMUS, cosponsored by Senators JAUCH, PANZER, CLAUSING, WINEKE, BUETTNER, BRESKE, MOEN, SCHULTZ and DECKER. Referred to Committee on Consumer Affairs.

1 **AN ACT to create** 100.18 (10r) and 100.26 (4m) of the statutes; **relating to:**
2 misrepresentations of the locations of businesses and providing a penalty.

Analysis by the Legislative Reference Bureau

The current fraudulent representations law prohibits untrue, deceptive or misleading representations that relate to the purchase, sale, hire, use or lease of real estate, merchandise, securities, employment or services.

Under this bill, it is deceptive and misleading for a person that is not conducting business in a region or location to use the name or description of the community or region in its corporate or trade name or in other information given to the public if the use of the name or description is to create the misrepresentation that the business is located in the community or region.

For further information see the *state* fiscal estimate, which will be printed as an appendix to this bill.

The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

3 **SECTION 1.** 100.18 (10r) of the statutes is created to read:
4 100.18 (**10r**) It is deceptive and misleading for a person who is conducting
5 business in a community or region from a location outside that community or region

ASSEMBLY BILL 327

SECTION 1

1 to use the name of the community or region, or other description of the community
2 or region, in the corporate or trade name of the business or in any other information
3 that is published if the the use of the name or description of the location creates the
4 misrepresentation that the business is located in the community or region.

5 **SECTION 2.** 100.26 (4m) of the statutes is created to read:

6 100.26 (4m) Any person who violates s. 100.18 (10r) is subject to a civil
7 forfeiture of not less than \$100 nor more than \$10,000 for each violation

8 **SECTION 3. Initial applicability.**

9 (1) This act first applies to names or other information that is published on the
10 effective date of this subsection.

11 (END)