



WISCONSIN LEGISLATIVE COUNCIL AMENDMENT MEMO

2003 Assembly Bill 673

Assembly Amendment 1

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Contact: Nicholas Zavos, Staff Attorney (266-1308)

Current law generally prohibits any person from making any assertion, representation, or statement of fact that is untrue, deceptive, or misleading in the person's commercial solicitations.

2003 Assembly Bill 673 prohibits any person from using the name of a state-chartered bank, savings bank, savings and loan association, or credit union (financial institution) in marketing material in such a way that would lead a reasonable person to believe that the marketing material originated from or is endorsed by the financial institution.

Assembly Amendment 1 would add to the protection given by the bill. Under the amendment, a financial institution's logo and symbol would also be protected.

Assembly Amendment 1 to 2003 Assembly Bill 673 was adopted by the Assembly Committee on Financial Institutions on January 8, 2004 by a vote of Ayes, 16; Noes, 0.

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