



## WISCONSIN LEGISLATIVE COUNCIL ACT MEMO

**2007 Wisconsin Act 15**  
[2007 Senate Bill 133]

**Fraud in the Advertising of Musical  
Performances**

2007 Wisconsin Act 15 prohibits a person from advertising or conducting a live musical performance or production using a false, deceptive, or misleading affiliation, connection, or association between a performing group and a recording group. Under the Act, an advertisement, production, or performance is not false, deceptive, or misleading if any of the following applies:

1. The performing group is the authorized registrant and owner of a service mark for that group registered in the U.S. patent and trademark office.
2. At least one member of the performing group was a member of the recording group.
3. The live musical performance or production is identified in all advertising and promotion as a salute or tribute and the name of the performing group is not so closely related or similar to the name of the recording group as to be misleading or confusing to a reasonable person.
4. The performance or production is expressly authorized by the recording group.

A person who violates the Act may be required to forfeit an amount not less than \$5,000 nor more than \$15,000 per violation. Each performance or production in violation constitutes a separate violation. The provisions of the Act may be enforced through an action by the Attorney General or a district attorney.

**Effective Date:** The Act takes effect on September 1, 2007.

**Prepared by:** Dan Schmidt, Senior Analyst

May 4, 2015

DWS:ksm

---

This memo provides a brief description of the Act. For more detailed information, consult the text of the law and related legislative documents at the Legislature's Web site at: <http://www.legis.state.wi.us/>.