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**WISCONSIN LEGISLATIVE COUNCIL  
ACT MEMO**

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<b>2003 Wisconsin Act 262</b> [2003 Senate Bill 326]	<b>Misleading Use of Financial Institutions Name or Logo</b>
2003 Acts: <a href="http://www.legis.state.wi.us/2003/data/acts/">www.legis.state.wi.us/2003/data/acts/</a>	Act Memos: <a href="http://www.legis.state.wi.us/lc/act_memo/act_memo.htm">www.legis.state.wi.us/lc/act_memo/act_memo.htm</a>

**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 Wisconsin Act 262** prohibits any person from using the name, logo, or symbol of a state-chartered bank, savings bank, savings and loan association, or credit union 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 that financial institution.

**Effective Date:** Act 262 takes effect on April 30, 2004.

**Prepared by:** Nicholas Zavos, Staff Attorney

April 28, 2004

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This memo provides a brief description of the Act. For more detailed information,  
consult the text of the law and related legislative documents.