



WISCONSIN LEGISLATIVE COUNCIL AMENDMENT MEMO

2003 Senate Bill 326

Senate Amendment 1

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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 Senate Bill 326 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.

Senate 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.

Senate Amendment 1 to 2003 Senate Bill 326 was adopted by the Senate Committee on Agriculture, Financial Institutions and Insurance on January 13, 2004 by a vote of Ayes, 5; Noes, 0.

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