

HOUSE BILL 1011

I3
HB 852/06 – ECM

71r0766

By: **Delegate Kach**

Introduced and read first time: February 9, 2007

Assigned to: Economic Matters

A BILL ENTITLED

1 AN ACT concerning

2 **Consumer Protection – Advertisement of Rebate for Consumer Goods**

3 FOR the purpose of prohibiting merchants from advertising rebates for consumer
4 goods by displaying the net price of the consumer goods in the advertisement
5 unless the amount of the rebate is provided to the consumer by the merchant at
6 the time of the purchase of the consumer goods; providing that a merchant need
7 not provide the amount of a rebate for consumer goods to a consumer if the
8 advertisement for the consumer goods states that a rebate is available without
9 displaying the net price of the consumer goods; defining a certain term; and
10 generally relating to the advertisement of rebates for consumer goods by
11 merchants.

12 BY adding to
13 Article – Commercial Law
14 Section 13–319
15 Annotated Code of Maryland
16 (2005 Replacement Volume and 2006 Supplement)

17 SECTION 1. BE IT ENACTED BY THE GENERAL ASSEMBLY OF
18 MARYLAND, That the Laws of Maryland read as follows:

19 **Article – Commercial Law**

20 **13–319.**

EXPLANATION: CAPITALS INDICATE MATTER ADDED TO EXISTING LAW.

[Brackets] indicate matter deleted from existing law.



1 **(A) IN THIS SECTION, "NET PRICE" MEANS THE PRICE A CONSUMER**
2 **WOULD PAY FOR CONSUMER GOODS AFTER REDEMPTION OF THE REBATE**
3 **OFFERED FOR THE CONSUMER GOODS.**

4 **(B) A MERCHANT MAY NOT ADVERTISE THE AVAILABILITY OF A REBATE**
5 **FOR CONSUMER GOODS BY DISPLAYING THE NET PRICE OF THE CONSUMER**
6 **GOODS IN THE ADVERTISEMENT, UNLESS THE AMOUNT OF THE REBATE IS**
7 **PROVIDED TO THE CONSUMER BY THE MERCHANT AT THE TIME OF THE**
8 **PURCHASE OF THE CONSUMER GOODS.**

9 **(C) A MERCHANT NEED NOT PROVIDE THE AMOUNT OF A REBATE FOR**
10 **CONSUMER GOODS TO A CONSUMER IF THE ADVERTISEMENT FOR THE**
11 **CONSUMER GOODS STATES THAT A REBATE IS AVAILABLE WITHOUT DISPLAYING**
12 **THE NET PRICE OF THE CONSUMER GOODS.**

13 **SECTION 2. AND BE IT FURTHER ENACTED, That this Act shall take effect**
14 **October 1, 2007.**