

# HOUSE BILL 1350

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HB 1011/07 – ECM

8lr2908

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By: **Delegates Stein and Kach**

Introduced and read first time: February 8, 2008

Assigned to: Economic Matters

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## 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 2007 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.**

21 (A) IN THIS SECTION, “NET PRICE” MEANS THE PRICE A CONSUMER  
22 WOULD PAY FOR CONSUMER GOODS AFTER REDEMPTION OF THE REBATE  
23 OFFERED FOR THE CONSUMER GOODS.

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EXPLANATION: CAPITALS INDICATE MATTER ADDED TO EXISTING LAW.

[Brackets] indicate matter deleted from existing law.



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

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

10           SECTION 2. AND BE IT FURTHER ENACTED, That this Act shall take effect  
11 October 1, 2008.