

# HOUSE BILL 1350

I3  
HB 1011/07 – ECM

8lr2908

---

By: **Delegates Stein and Kach**  
Introduced and read first time: February 8, 2008  
Assigned to: Economic Matters

---

Committee Report: Favorable with amendments  
House action: Adopted  
Read second time: March 15, 2008

---

## CHAPTER \_\_\_\_\_

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~~  
10 requiring a merchant that advertises a rebate for consumer goods that is only  
11 available if the consumer mails in a rebate form to include a certain statement  
12 in the advertisement; and generally relating to the advertisement of rebates for  
13 consumer goods by merchants.

14 BY adding to  
15 Article – Commercial Law  
16 Section 13–319  
17 Annotated Code of Maryland  
18 (2005 Replacement Volume and 2007 Supplement)

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

### 21 **Article – Commercial Law**

---

EXPLANATION: CAPITALS INDICATE MATTER ADDED TO EXISTING LAW.

[Brackets] indicate matter deleted from existing law.

Underlining indicates amendments to bill.

~~Strike out~~ indicates matter stricken from the bill by amendment or deleted from the law by amendment.



1 **13-319.**

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

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

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

14 IF A MERCHANT ADVERTISES A REBATE FOR CONSUMER GOODS THAT IS  
15 AVAILABLE ONLY IF A CONSUMER MAILES IN A REBATE FORM, THE  
16 ADVERTISEMENT SHALL CLEARLY STATE THAT THE REBATE IS ONLY AVAILABLE  
17 BY MAIL.

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

Approved:

\_\_\_\_\_  
Governor.

\_\_\_\_\_  
Speaker of the House of Delegates.

\_\_\_\_\_  
President of the Senate.