

CHAPTER 539

(House Bill 1350)

AN ACT concerning

Consumer Protection – Advertisement of Rebate for Consumer Goods

FOR the purpose of ~~prohibiting merchants from advertising rebates for consumer goods by displaying the net price of the consumer goods in the advertisement unless the amount of the rebate is provided to the consumer by the merchant at the time of the purchase of the consumer goods; providing that a merchant need not provide the amount of a rebate for consumer goods to a consumer if the advertisement for the consumer goods states that a rebate is available without displaying the net price of the consumer goods; defining a certain term requiring a merchant that advertises a rebate for consumer goods that is only available if the consumer mails in a rebate form to include a certain statement in the advertisement; and generally relating to the advertisement of rebates for consumer goods by merchants.~~

BY adding to

Article – Commercial Law

Section 13-319

Annotated Code of Maryland

(2005 Replacement Volume and 2007 Supplement)

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

Article – Commercial Law

13-319.

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

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

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

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

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

Approved by the Governor, May 13, 2008.