

**FIRST ENGROSSMENT
with Senate Amendments**

Fifty-ninth
Legislative Assembly
of North Dakota

ENGROSSED HOUSE BILL NO. 1284

Introduced by

Representatives Wrangham, S. Meyer

Senator Traynor

1 A BILL for an Act to amend and reenact section 51-12-01 of the North Dakota Century Code,
2 relating to false and misleading advertising; and to provide a penalty.

3 **BE IT ENACTED BY THE LEGISLATIVE ASSEMBLY OF NORTH DAKOTA:**

4 **SECTION 1. AMENDMENT.** Section 51-12-01 of the North Dakota Century Code is
5 amended and reenacted as follows:

6 **51-12-01. False and misleading advertising prohibited.** No person, firm,
7 corporation, limited liability company, or association with intent to sell, dispose of, increase the
8 consumption of, or induce the public to enter into an obligation relative to, or to acquire title or
9 interest in any food, drug, medicine, patent and proprietary product, merchandise, security,
10 service, performance, medical treatment, paint, varnish, oil, clothing, wearing apparel,
11 machinery, or anything offered to the public, may make, publish, disseminate, circulate, or
12 place before the public, or directly or indirectly shall cause to be made, published,
13 disseminated, circulated, or placed before the public in a newspaper, or other publication, or in
14 the form of a book, notice, handbill, poster, bill, circular, pamphlet, tab, label, letter, or in any
15 other way, an advertisement which contains any assertion, representation, or statement of fact,
16 including the price thereof, which is untrue, deceptive, or misleading regarding such food, drug,
17 medicine, patent and proprietary product, merchandise, security, service, performance, medical
18 treatment, paint, varnish, oil, clothing, wearing apparel, machinery, or anything offered to the
19 public.