

ASSEMBLY, No. 3539

STATE OF NEW JERSEY 212th LEGISLATURE

INTRODUCED OCTOBER 23, 2006

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Assemblywomen Oliver, Truitt, Quigley, Assemblymen Epps, Wolfe,
Johnson, Payne, Manzo, Rooney, Assemblywomen Vainieri Huttle,
Lampitt, Greenstein and Assemblyman Gordon

SYNOPSIS

Requires retail mercantile establishment to provide manufacturer's rebate at time of consumer purchase.

CURRENT VERSION OF TEXT

As introduced.



(Sponsorship Updated As Of: 1/19/2007)

1 AN ACT concerning certain manufacturer's rebates and
2 supplementing P.L.1960, c.39 (C.56:8-1 et seq.).
3

4 **BE IT ENACTED** *by the Senate and General Assembly of the State*
5 *of New Jersey:*
6

7 1. As used in this act:

8 "Manufacturer's rebate" means any offer or promise that a
9 manufacturer will refund to a consumer all or a portion of the price
10 paid by the consumer for merchandise.

11 "Net price" means the ultimate price paid by a consumer after
12 the consumer redeems the manufacturer's rebate offered for an
13 advertised item.
14

15 2. It shall be an unlawful practice for a retail mercantile
16 establishment to advertise merchandise for sale indicating the
17 availability of a manufacturer's rebate by displaying the net price of
18 the item of merchandise, unless the amount of the manufacturer's
19 rebate is provided to the consumer by the retailer at the time of
20 purchase of the advertised item.
21

22 3. This act shall take effect on the 90th day following
23 enactment.
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25

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STATEMENT

27

28 This bill makes it an unlawful practice for a retail mercantile
29 establishment to advertise merchandise for sale indicating the
30 availability of a manufacturer's rebate by displaying the net price of
31 the item of merchandise, unless the amount of the manufacturer's
32 rebate is provided to the consumer by the retailer at the time of
33 purchase of the advertised item.

34 An unlawful practice under the consumer fraud act is punishable
35 by a penalty of not more than \$10,000 for the first offense and not
36 more than \$20,000 for any subsequent offense, as well as injunctive
37 relief, triple damages, and restitution.