

ASSEMBLY CONSUMER AFFAIRS AND REGULATED
PROFESSIONS COMMITTEE

STATEMENT TO

ASSEMBLY, No. 2349

STATE OF NEW JERSEY

DATED: JANUARY 23, 1997

The Assembly Consumer Affairs and Regulated Professions Committee reports favorably Assembly Bill No. 2349.

This bill supplements the consumer fraud law, P.L.1960, c.39 (C.56:8-1 et seq.), to prohibit, as an unlawful practice, any business entity conducting or transacting business under an assumed name and filing a certificate pursuant to R.S.56:1-2 to intentionally misrepresent that business entity's geographic origin or location.

As provided in R.S.56:1-2, those entities conducting or transacting business under an assumed name are required to file a certificate in the office of the clerk of the county or counties in which they conduct or intend to conduct such business, together with a duplicate copy for filing with the office of the Secretary of State. The information mandated to be placed on the certificate includes the true name or names of the person or persons conducting or transacting the business, with their post-office address or addresses.

Anyone who commits an unlawful practice by violating a provision of this bill shall be subject to consumer fraud law penalties of not more than \$7,500 for a first offense and not more than \$15,000 for each subsequent offense.