

P.L. 1997, CHAPTER 346, *approved January 12, 1998*  
Assembly, No. 2349 (*Second Reprint*)

1 AN ACT concerning certain commercial practices and supplementing  
2 P.L.1960, c.39 (C.56:8-1 et seq.).

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

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7 1. <sup>1</sup>a.<sup>1</sup> It shall be an unlawful practice for any person conducting  
8 or transacting business under an assumed name and filing a certificate  
9 pursuant to R.S.56:1-2 to intentionally misrepresent that person's  
10 geographic origin or location <sup>1</sup>or the geographic origin or location of  
11 any merchandise <sup>2</sup>]. except that if a person's mailing address is within  
12 the geographic origin or location, it shall not be an intentional  
13 misrepresentation of that person's origin or location<sup>1</sup><sup>2</sup>.

14 <sup>1</sup>b. A person engaged in the business of advertising shall be  
15 immune from liability under this section for receiving, accepting or  
16 publishing any advertisement, irrespective of the medium or format,  
17 submitted or developed for any person conducting or transacting  
18 business under an assumed name.<sup>1</sup>

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20 2. This act shall take effect immediately.

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25 Prohibits intentional misrepresentation by a business of its location.

**EXPLANATION - Matter enclosed in bold-faced brackets [thus] in the above bill is not enacted and intended to be omitted in the law.**

**Matter underlined thus is new matter.**

**Matter enclosed in superscript numerals has been adopted as follows:**

<sup>1</sup> Senate SCM committee amendments adopted December 1, 1997.

<sup>2</sup> Assembly floor amendments adopted December 18, 1997.