

April 11, 2005

H 1168. PROHIBIT DECEPTIVE MARKETING/BANKING SERVICES. TO PROHIBIT THE DECEPTIVE USE OF THE NAME OR LOGO OF A BANKING ENTITY WITHOUT PERMISSION IN THE MARKETING OF FINANCIAL PRODUCTS AND SERVICES. Amends GS 53-127 to make the unauthorized use of a name or logo of a banking entity in connection with the sale, offering for sale, distribution, or advertising of any product or service a Class 3 misdemeanor punishable by a fine of up to \$500. Authorizes court orders to restrain the unauthorized use and to award damages. Amends definition of "banking entity" to make act applicable to credit unions. Effective December 1, 2005.

Intro. by Church, Brubaker, Grady.

Ref. to Financial Inst

GS 53

April 27, 2005

H 1168. PROHIBIT DECEPTIVE MARKETING/BANKING SERVICES. Intro. 4/11/05. House committee substitute makes the following changes to 1st edition. Removes from activities prohibited by new GS 53-127(c1) the unauthorized use of name or logo of banking entity in connection with the distribution of products or services.

June 22, 2005

H 1168. PROHIBIT DECEPTIVE MARKETING/BANKING SERVICES. Intro. 4/11/05. Senate committee substitute makes the following changes to 2nd edition. Modifies proposed GS 53-127(e) to clarify that a banking entity may seek to enjoin the unauthorized use of its name or logo for the purpose of selling any financial product or service (was, any product or service).

July 11, 2005

SL 2005-162 (H 1168). PROHIBIT DECEPTIVE MARKETING/BANKING SERVICES. AN ACT TO PROHIBIT THE DECEPTIVE USE OF THE NAME OR LOGO OF A BANKING ENTITY WITHOUT PERMISSION IN THE MARKETING OF FINANCIAL PRODUCTS AND SERVICES. Summarized in *Daily Bulletin* 4/11/05, 4/27/05, and 6/22/05. Enacted July 7, 2005. Effective December 1, 2005.