

FIRST REGULAR SESSION

# HOUSE BILL NO. 904

## 94TH GENERAL ASSEMBLY

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INTRODUCED BY REPRESENTATIVE STEVENSON.

Read 1st time February 19, 2007 and copies ordered printed.

D. ADAM CRUMBLISS, Chief Clerk

1959L.01I

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### AN ACT

To amend chapter 407, RSMo, by adding thereto one new section relating to merchandising practices, with an emergency clause.

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*Be it enacted by the General Assembly of the state of Missouri, as follows:*

Section A. Chapter 407, RSMo, is amended by adding thereto one new section, to be  
2 known as section 407.015, to read as follows:

**407.015. 1. In pertinent cases, the courts shall be guided by the policies of the  
2 Federal Trade Commission and interpretations given by the Federal Trade Commission  
3 and the federal courts to Section 5(a)(1) of the Federal Trade Commission Act, 15 U.S.C.  
4 Section 45(a)(1), as amended.**

**5 2. This section shall not apply to actions or transactions otherwise permitted or  
6 approved by the Federal Trade Commission or any other regulatory body or officer acting  
7 under statutory authority of this state or the United States.**

Section B. Because of the need to ensure consistency pertaining to deceptive  
2 merchandising practices, section A of this act is deemed necessary for the immediate  
3 preservation of the public health, welfare, peace and safety, and is hereby declared to be an  
4 emergency act within the meaning of the constitution, and section A of this act shall be in full  
5 force and effect upon its passage and approval.

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