

FIRST REGULAR SESSION

HOUSE BILL NO. 814

100TH GENERAL ASSEMBLY

INTRODUCED BY REPRESENTATIVE GREGORY.

1812H.011

DANA RADEMAN MILLER, Chief Clerk

AN ACT

To repeal section 407.020, RSMo, and to enact in lieu thereof one new section relating to unlawful merchandising practices.

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

Section A. Section 407.020, RSMo, is repealed and one new section enacted in lieu thereof, to be known as section 407.020, to read as follows:

407.020. 1. The act, use, or employment by any person of any deception, fraud, false pretense, false promise, misrepresentation, **or** unfair practice or the concealment, suppression, or omission of any material fact in connection with the sale or advertisement of any merchandise in trade or commerce or the solicitation of any funds for any charitable purpose, as defined in section 407.453, in or from the state of Missouri, is declared to be an unlawful practice. The use by any person, in connection with the sale or advertisement of any merchandise in trade or commerce or the solicitation of any funds for any charitable purpose, as defined in section 407.453, in or from the state of Missouri, of the fact that the attorney general has approved any filing required by this chapter as the approval, sanction, or endorsement of any activity, project, or action of such person, is declared to be an unlawful practice. Any act, use, or employment declared unlawful by this subsection violates this subsection whether committed before, during, or after the sale, advertisement, or solicitation. **In construing this subsection, courts shall be guided by the policies of the Federal Trade Commission and by interpretations by the Federal Trade Commission and federal courts regarding Section 45(a)(1) of the Federal Trade Commission Act, 15 U.S.C. Section 45, as amended.**

2. Nothing contained in this section shall apply to:

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.

17 (1) The owner or publisher of any newspaper, magazine, publication or printed matter
18 wherein such advertisement appears, or the owner or operator of a radio or television station
19 which disseminates such advertisement when the owner, publisher or operator has no knowledge
20 of the intent, design or purpose of the advertiser; ~~[or]~~

21 (2) Any institution, company, or entity that is subject to chartering, licensing, or
22 regulation by the director of the department of insurance, financial institutions and professional
23 registration under chapter 354 or chapters 374 to 385, the director of the division of credit unions
24 under chapter 370, or director of the division of finance under chapters 361 to 369, or chapter
25 371, unless such directors specifically authorize the attorney general to implement the powers
26 of this chapter or such powers are provided to either the attorney general or a private citizen by
27 statute; **or**

28 **(3) Any action or transaction authorized under laws administered by any**
29 **regulatory body of this state or the United States.**

30 3. Any person who willfully and knowingly engages in any act, use, employment or
31 practice declared to be unlawful by this section with the intent to defraud shall be guilty of a
32 class E felony.

33 4. It shall be the duty of each prosecuting attorney and circuit attorney in their respective
34 jurisdictions to commence any criminal actions under this section, and the attorney general shall
35 have concurrent original jurisdiction to commence such criminal actions throughout the state
36 where such violations have occurred.

37 5. It shall be an unlawful practice for any long-term care facility, as defined in section
38 192.2300, except a facility which is a residential care facility or an assisted living facility, as
39 defined in section 198.006, which makes, either orally or in writing, representation to residents,
40 prospective residents, their families or representatives regarding the quality of care provided, or
41 systems or methods utilized for assurance or maintenance of standards of care to refuse to
42 provide copies of documents which reflect the facility's evaluation of the quality of care, except
43 that the facility may remove information that would allow identification of any resident. If the
44 facility is requested to provide any copies, a reasonable amount, as established by departmental
45 rule, may be charged.

46 6. Any long-term care facility, as defined in section 192.2300, which commits an
47 unlawful practice under this section shall be liable for damages in a civil action of up to one
48 thousand dollars for each violation, and attorney's fees and costs incurred by a prevailing
49 plaintiff, as allowed by the circuit court.

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