

AMENDED IN ASSEMBLY JULY 1, 2013

AMENDED IN SENATE MAY 7, 2013

AMENDED IN SENATE APRIL 8, 2013

**SENATE BILL**

**No. 272**

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**Introduced by Senator Corbett**

February 14, 2013

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An act to amend Section 17533.6 of the Business and Professions Code, relating to business.

LEGISLATIVE COUNSEL'S DIGEST

SB 272, as amended, Corbett. Advertising and solicitations: government and military endorsements.

Existing law makes it unlawful for any person, firm, corporation, or association that is a nongovernmental entity to solicit funds or information, or the purchase of goods or services, by means of a mailing, electronic message, or Internet Web site that contains a seal, emblem, insignia, trade or brand name, or any other term, symbol, or content that reasonably could be interpreted or construed as implying any federal, state, or local government connection, approval, or endorsement, unless certain criteria are met. A violation of this provision is a crime.

This bill would revise and recast that provision~~—and~~. *Except as specified, the bill* would make it unlawful for any person, firm, corporation, or association that is a nongovernmental entity to use any seal, emblem, insignia, trade or brand name, or any other term, symbol, or content that reasonably could be interpreted or construed as implying any federal, state, or local government, military veteran entity, or military or veteran service organization connection, approval, or endorsement of any product or service, including, but not limited to,

any financial product, goods, or services, by any means, including, but not limited to, a mailing, electronic message, Internet Web site, periodical, or television commercial.

This bill would authorize any person, firm, corporation, or association that is a nongovernmental entity to advertise or promote any event, presentation, seminar, workshop, or other public gathering using a seal, emblem, insignia, trade or brand name, or any other term, symbol, or content, if the person, firm, corporation, or association that is a nongovernmental entity has an expressed connection with, or the approval or endorsement of, a federal, state, or local government, military veteran entity, or military or veteran service organization. The bill would authorize any person, firm, corporation, or association that is a nongovernmental entity to solicit information, solicit the purchase of or payment for a product or service, or solicit the contribution of funds or membership fees, by any means, including, but not limited to, a mailing, electronic message, Internet Web site, periodical, or television commercial disseminated in this state, using a seal, emblem, insignia, trade or brand name, or any other term, symbol, or content, if the person, firm, corporation, or association that is a nongovernmental entity meets certain requirements.

By changing the definition of a crime and creating new crimes, the bill would impose a state-mandated local program.

The California Constitution requires the state to reimburse local agencies and school districts for certain costs mandated by the state. Statutory provisions establish procedures for making that reimbursement.

This bill would provide that no reimbursement is required by this act for a specified reason.

Vote: majority. Appropriation: no. Fiscal committee: yes.  
State-mandated local program: yes.

*The people of the State of California do enact as follows:*

- 1 SECTION 1. Section 17533.6 of the Business and Professions
- 2 Code is amended to read:
- 3 17533.6. (a) Except as described in subdivisions (b) and (c),
- 4 it is unlawful for any person, firm, corporation, or association that
- 5 is a nongovernmental entity to use a seal, emblem, insignia, trade
- 6 or brand name, or any other term, symbol, or content that
- 7 reasonably could be interpreted or construed as implying any
- 8 federal, state, or local government, military veteran entity, or

1 military or veteran service organization connection, approval, or  
2 endorsement of any product or service, including, but not limited  
3 to, any financial product, goods, or services, by any means,  
4 including, but not limited to, a mailing, electronic message, Internet  
5 Web site, periodical, or television commercial disseminated in this  
6 state, *unless the nongovernmental entity has an expressed*  
7 *connection with, or the approval or endorsement of, a federal,*  
8 *state, or local government, military veteran entity, or military or*  
9 *veteran service organization.*

10 (b) Notwithstanding subdivision (a) and if permitted by other  
11 provisions of law, any person, firm, corporation, or association  
12 that is a nongovernmental entity may advertise or promote any  
13 event, presentation, seminar, workshop, or other public gathering  
14 using a seal, emblem, insignia, trade or brand name, or any other  
15 term, symbol, or content as described in subdivision (a), if the  
16 person, firm, corporation, or association that is a nongovernmental  
17 entity has an expressed connection with, or the approval or  
18 endorsement of, a federal, state, or local government, military  
19 veteran entity, or military or veteran service organization.

20 (c) Notwithstanding subdivision (a), any person, firm,  
21 corporation, or association that is a nongovernmental entity may  
22 solicit information, solicit the purchase of or payment for a product  
23 or service, or solicit the contribution of funds or membership fees,  
24 by any means, including, but not limited to, a mailing, electronic  
25 message, Internet Web site, periodical, or television commercial  
26 disseminated in this state, using a seal, emblem, insignia, trade or  
27 brand name, or any other term, symbol, or content as described in  
28 subdivision (a), if the person, firm, corporation, or association that  
29 is a nongovernmental entity meets the requirements of paragraph  
30 (1) or (2) as follows:

31 (1) The nongovernmental entity has an expressed connection  
32 with, or the approval or endorsement of, a federal, state, or local  
33 government entity, if permitted by other provisions of law.

34 (2) (A) The solicitation meets all of the following requirements:

35 (i) The solicitation conspicuously displays the following  
36 disclosure on the front and back of every page of the solicitation:

37

38 “THIS PRODUCT OR SERVICE HAS NOT BEEN APPROVED  
39 OR ENDORSED BY ANY GOVERNMENTAL AGENCY, AND

1 THIS OFFER IS NOT BEING MADE BY AN AGENCY OF  
2 THE GOVERNMENT.”

3

4 (ii) In the case of a mailed solicitation, the front of the envelope,  
5 outside cover, or wrapper in which the matter is mailed  
6 conspicuously displays the following disclosure:

7

8 “THIS IS NOT A GOVERNMENT DOCUMENT.”

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10 (iii) If permitted by other provisions of law, in the case of a  
11 television commercial disseminated in this state, the solicitation  
12 conspicuously displays the following disclosure at the top of the  
13 television screen for the entire duration of the television  
14 commercial:

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16 “THIS PRODUCT OR SERVICE HAS NOT BEEN  
17 APPROVED OR ENDORSED BY ANY GOVERNMENTAL  
18 AGENCY, AND THIS OFFER IS NOT BEING MADE BY AN  
19 AGENCY OF THE GOVERNMENT.”

20

21 (iv) The disclosure in clause (i) shall be displayed conspicuously,  
22 as provided in subdivision (f), and immediately below each portion  
23 of the solicitation that reasonably could be construed to specify  
24 an amount due and payable by the recipient. The disclosure in  
25 clause (ii) shall be displayed conspicuously, as provided in  
26 subdivision (f), and immediately below the area of the envelope,  
27 outside cover, or wrapper that is used for a return address. The  
28 disclosure in clause (iii) shall be displayed conspicuously, as  
29 provided in subdivision (f), and at the top of the television screen.  
30 The disclosures in clauses (i), (ii), and (iii) shall not be preceded,  
31 followed, or surrounded by symbols, terms, or other content that  
32 result in the disclosures not being conspicuous or that introduce,  
33 modify, qualify, or explain the text of those disclosures.

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35 (v) The solicitation does not use a title or trade or brand name  
36 that reasonably could be interpreted or construed as implying any  
37 federal, state, or local government connection, approval, or  
38 endorsement, including, but not limited to, use of the term  
39 “agency,” “administrative,” “assessor,” “board,” “bureau,”  
“collector,” “commission,” “committee,” “department,” “division,”

1 “recorder,” “unit,” “federal,” “state,” “county,” “city,” or  
2 “municipal,” or the name or division of any government agency.

3 (vi) The solicitation does not specify a date or time period when  
4 payment to the soliciting nongovernmental person, firm,  
5 corporation, or association is due, including, but not limited to,  
6 use of the terms “due date,” “due now,” “remit by,” “remit  
7 immediately,” “payment due,” “pay now,” “pay immediately,” or  
8 “pay no later than,” unless the solicitation displays, in the same  
9 sentence as the date or time period specified, how the information  
10 being solicited will be used, a description of the product or service  
11 that is to be provided and to what government agency it shall be  
12 rendered, or how the solicited funds or membership fees will be  
13 used, as applicable.

14 (vii) The solicitation does not state or imply that payment to  
15 any person, firm, corporation, or association that is not a  
16 government entity is mandatory or required by law, or state or  
17 imply that penalties, fines, or consequences will occur if payment  
18 is not made to the soliciting nongovernmental person, firm,  
19 corporation, or association.

20 (B) Subparagraph (A) of paragraph (2) is not applicable to seals,  
21 emblems, insignia, trade or brand name, or any other term, symbol,  
22 or content of the United States Department of Veterans Affairs,  
23 the Department of Veterans Affairs, the federal and state military,  
24 military veteran entities, and military or veteran service  
25 organizations.

26 (d) Notwithstanding Section 17534, any violation of this section  
27 is a misdemeanor punishable by imprisonment in a county jail not  
28 exceeding six months, or by a fine not exceeding two thousand  
29 five hundred dollars (\$2,500), or by both that fine and  
30 imprisonment.

31 (e) Any person who is harmed as a result of a violation of this  
32 section shall be entitled to recover, in addition to any other  
33 available remedies, damages in an amount equal to three times the  
34 amount solicited.

35 (f) For purposes of this section, “conspicuous” or  
36 “conspicuously” means displayed apart from other print on the  
37 page, envelope, outside cover, or wrapper and in not less than  
38 12-point boldface font type in capital letters that is at least 2-point  
39 boldface font type sizes larger than the next largest print on the  
40 page, envelope, outside cover, or wrapper and in contrasting type,

1 layout, font, or color in a manner that clearly calls attention to the  
2 language.

3 SEC. 2. No reimbursement is required by this act pursuant to  
4 Section 6 of Article XIII B of the California Constitution because  
5 the only costs that may be incurred by a local agency or school  
6 district will be incurred because this act creates a new crime or  
7 infraction, eliminates a crime or infraction, or changes the penalty  
8 for a crime or infraction, within the meaning of Section 17556 of  
9 the Government Code, or changes the definition of a crime within  
10 the meaning of Section 6 of Article XIII B of the California  
11 Constitution.