

AMENDED IN SENATE JUNE 8, 2016
AMENDED IN ASSEMBLY APRIL 25, 2016
AMENDED IN ASSEMBLY MARCH 28, 2016
CALIFORNIA LEGISLATURE—2015–16 REGULAR SESSION

ASSEMBLY BILL

No. 1570

Introduced by Assembly Member Chang
(Coauthors: Assembly Members Baker, Brough, Gallagher,
Cristina Garcia, and Lackey)
(Coauthors: Senators Allen, Anderson, Berryhill, and Nguyen)

January 4, 2016

An act to *amend Section 1739.7 of, and to amend the heading of Title 1.1A (commencing with Section 1739.7) of Part 4 of Division 3 of, and to amend Section 1739.7 of, the Civil Code, relating to collectibles.*

LEGISLATIVE COUNSEL'S DIGEST

AB 1570, as amended, Chang. Collectibles: sale of autographed memorabilia.

Existing law regulates the sale or offer to sell by a dealer to a consumer of a collectible in or from this state, as specified. Existing law defines the term "collectible" to mean an autographed sports item, as specified, sold or offered for sale in or from this state by a dealer to a consumer for \$5 or more. Existing law defines a "dealer" as, among other things, a person who is in the business of selling or offering for sale collectibles in or from this state, or a person who by his or her occupation holds himself or herself out as having knowledge or skill peculiar to collectibles.

Existing law provides for the regulation of pawnbrokers and makes it unlawful for a person to engage in the business of a pawnbroker

without a license issued by the chief of police, the sheriff, or where appropriate, the police commission.

This bill would instead define the term “collectible” to mean all autographed items, whether or not sports related, as specified, and would make conforming changes to the provisions regulating the sale or offer to sell by a dealer to a consumer of a collectible in this state. The bill would exclude a pawnbroker licensed pursuant to a specified law, under specified circumstances, the personality who signs the memorabilia, and a provider *or operator* of an online ~~marketing platform~~ *marketplace, as specified*, from the definition of a dealer.

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

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

1 SECTION 1. The heading of Title 1.1A (commencing with
2 Section 1739.7) of Part 4 of Division 3 of the Civil Code is
3 amended to read:

4

5 TITLE 1.1A. AUTOGRAPHED MEMORABILIA

6

7 SEC. 2. Section 1739.7 of the Civil Code is amended to read:

8 1739.7. (a) As used in this section:

9 (1) “Autographed” means bearing the actual signature of a
10 personality signed by that individual’s own hand.

11 (2) “Collectible” means an autographed item sold or offered for
12 sale in or from this state by a dealer to a consumer for five dollars
13 (\$5) or more.

14 (3) “Consumer” means any natural person who purchases a
15 collectible from a dealer for personal, family, or household
16 purposes. “Consumer” also includes a prospective purchaser
17 meeting these criteria.

18 (4) (A) “Dealer” means a person who is *principally* in the
19 business of selling or offering for sale collectibles in or from this
20 state, exclusively or nonexclusively, or a person who by his or her
21 occupation holds himself or herself out as having knowledge or
22 skill peculiar to collectibles, or to whom that knowledge or skill
23 may be attributed by his or her employment of an agent or other
24 intermediary that by his or her occupation holds himself or herself
25 out as having that knowledge or skill. “Dealer” includes an

1 auctioneer who sells collectibles at a public auction, and also
2 includes persons who are consignors or representatives or agents
3 of auctioneers. “Dealer” includes a person engaged in a mail order,
4 telephone order, online, or cable television business for the sale
5 of collectibles.

6 (B) “Dealer” does not include ~~a pawnbroker licensed pursuant~~
7 ~~to Chapter 3 (commencing with Section 21300) of Division 8 of~~
8 ~~the Financial Code, if the collectible was acquired through a~~
9 ~~foreclosure on a collateral loan. “Dealer” also does not include the~~
10 ~~personality who signs the memorabilia or a provider of an online~~
11 ~~marketplace platform. any of the following:~~

12 (i) *A pawnbroker licensed pursuant to Chapter 3 (commencing*
13 *with Section 21300) of Division 8 of the Financial Code, if the*
14 *collectible was acquired through a foreclosure on a collateral*
15 *loan, provided that the pawnbroker does not hold himself or herself*
16 *out as having knowledge or skill peculiar to collectibles.*

17 (ii) *The personality who signs the memorabilia.*

18 (iii) *A provider or operator of an online marketplace, provided*
19 *that the online marketplace provider or operator is not principally*
20 *in the business of selling, or offering for sale, collectibles, in or*
21 *from the state, exclusively or nonexclusively, or does not hold itself*
22 *out as having knowledge or skill peculiar to collectibles.*

23 (5) “Description” means any of the following:

24 (A) Any representation in writing, including, but not limited to,
25 a representation in an advertisement, brochure, catalog, flyer,
26 invoice, sign, Internet Web page, email, or other commercial or
27 promotional material.

28 (B) Any oral representation.

29 (C) Any representation included in a radio or television
30 broadcast or online communication to the public in or from this
31 state.

32 (6) “Limited edition” means any collectible that meets all of
33 the following requirements:

34 (A) A company has produced a specific quantity of a collectible
35 and placed it on the open market.

36 (B) The producer of the collectible has posted a notice, at its
37 primary place of business, that it will provide any consumer, upon
38 request, with a copy of a notice that states the exact number of a
39 collectible produced in that series of limited editions.

1 (C) The producer makes available, upon request of a consumer,
2 evidence that the electronic encoding, films, molds, or plates used
3 to create the collectible have been destroyed after the specified
4 number of collectibles have been produced.

5 (D) The sequence number of the collectible and the number of
6 the total quantity produced in the limited edition are printed on
7 the collectible.

8 (7) “Mint condition” means any collectible sold on the open
9 market or through a private transaction that meets all of the
10 following requirements:

11 (A) The item has never been circulated, used, or worn.

12 (B) The item exhibits little or no sign of aging or degradation
13 caused by oxidation or exposure to sunlight as a result of its
14 display.

15 (C) The item is otherwise free from creases, blemishes, or marks.

16 (8) “Promoter” means a person who arranges, holds, organizes,
17 or presents a trade show featuring collectibles, autograph signings,
18 or both.

19 (9) “Person” means any natural person, partnership, corporation,
20 limited liability company, company, trust, association, or other
21 entity, however organized.

22 (b) Whenever a dealer, in selling or offering to sell to a
23 consumer a collectible in or from this state, provides a description
24 of that collectible as being autographed, the dealer shall furnish a
25 certificate of authenticity to the consumer at the time of sale. The
26 certificate of authenticity shall be in writing, shall be signed by
27 the dealer or his or her authorized agent, and shall specify the date
28 of sale. The certificate of authenticity shall be in at least 10-point
29 boldface type and shall contain the dealer’s true legal name and
30 street address. The dealer shall retain a copy of the certificate of
31 authenticity for not less than seven years. Each certificate of
32 authenticity shall do all of the following:

33 (1) Describe the collectible and specify the name of the
34 personality who autographed it.

35 (2) Either specify the purchase price and date of sale or be
36 accompanied by a separate invoice setting forth that information.

37 (3) Contain an express warranty, which shall be conclusively
38 presumed to be part of the bargain, of the authenticity of the
39 collectible. This warranty shall not be negated or limited by reason
40 of the lack of words such as “warranty” or “guarantee” or because

1 the dealer does not have a specific intent or authorization to make
2 the warranty or because any statement relevant to the collectible
3 is or purports to be, or is capable of being, merely the dealer's
4 opinion.

5 (4) Specify whether the collectible is offered as one of a limited
6 edition and, if so, specify (A) how the collectible and edition are
7 numbered and (B) the size of the edition and the size of any prior
8 or anticipated future edition, if known. If the size of the edition
9 and the size of any prior or anticipated future edition is not known,
10 the certificate shall contain an explicit statement to that effect.

11 (5) Indicate whether the dealer is surety bonded or is otherwise
12 insured to protect the consumer against errors and omissions of
13 the dealer and, if bonded or insured, provide proof thereof.

14 (6) Indicate the last four digits of the dealer's resale certificate
15 number from the State Board of Equalization.

16 (7) Indicate whether the item was autographed in the presence
17 of the dealer and specify the date and location of, and the name of
18 a witness to, the autograph signing.

19 (8) Indicate whether the item was obtained or purchased from
20 a third party. If so, indicate the name and address of this third
21 party.

22 (9) Include an identifying serial number that corresponds to an
23 identifying number printed on the collectible item, if any. The
24 serial number shall also be printed on the sales receipt. If the sales
25 receipt is printed electronically, the dealer may manually write the
26 serial number on the receipt.

27 (c) A dealer shall not represent an item as a collectible if it was
28 not autographed by the personality in his or her own hand.

29 (d) No dealer shall display or offer for sale a collectible in this
30 state unless, at the location where the collectible is offered for sale
31 and in close proximity to the collectible merchandise, there is a
32 conspicuous sign that reads as follows:

33 **“SALE OF AUTOGRAPHED MEMORABILIA: AS REQUIRED**
34 **BY LAW, A DEALER WHO SELLS TO A CONSUMER ANY**
35 **MEMORABILIA DESCRIBED AS BEING AUTOGRAPHED**
36 **MUST PROVIDE A WRITTEN CERTIFICATE OF**
37 **AUTHENTICITY AT THE TIME OF SALE. THIS DEALER**
38 **MAY BE SURETY BONDED OR OTHERWISE INSURED TO**
39 **ENSURE THE AUTHENTICITY OF ANY COLLECTIBLE**
40 **SOLD BY THIS DEALER.”**

1 (e) Any dealer engaged in a ~~mail-order or telephone-order~~
2 *mail-order, telephone-order*, or online business for the sale of
3 collectibles in or from this state:

4 (1) Shall include the disclosure specified in subdivision (d), in
5 type of conspicuous size, in any written advertisement relating to
6 a collectible.

7 (2) Shall include in each television or online advertisement
8 relating to a collectible the following written on-screen message,
9 which shall be prominently displayed, easily readable, and clearly
10 visible for no less than five seconds, and which shall be repeated
11 for five seconds once during each four-minute segment of the
12 advertisement following the initial four minutes:

13 “A written certificate of authenticity is provided with each
14 autographed collectible, as required by law. This dealer may be
15 surety bonded or otherwise insured to ensure the authenticity of
16 any collectible sold by this dealer.”

17 (3) Shall include as part of the oral message of each radio
18 advertisement for a collectible the disclosure specified in
19 subdivision (d).

20 (f) No dealer shall display or offer for sale a collectible in this
21 state at any trade show or similar event primarily featuring sales
22 of collectibles or other memorabilia that offers onsite admission
23 ticket sales unless, at each onsite location where admission tickets
24 are sold, there is prominently displayed a specimen example of a
25 certificate of authenticity.

26 (g) Any consumer injured by the failure of a dealer to provide
27 a certificate of authenticity containing the information required by
28 this section, or by a dealer’s furnishing of a certificate of
29 authenticity that is false, shall be entitled to recover, in addition
30 to actual damages, a civil penalty in an amount equal to 10 times
31 actual damages, plus court costs, reasonable attorney’s fees,
32 interest, and expert witness fees, if applicable, incurred by the
33 consumer in the action. The court, in its discretion, may award
34 additional damages based on the egregiousness of the dealer’s
35 conduct. The remedy specified in this section is in addition to, and
36 not in lieu of, any other remedy that may be provided by law.

37 (h) No person shall represent himself or herself as a dealer in
38 this state unless he or she possesses a valid resale certificate
39 number from the State Board of Equalization.

1 (i) A dealer may be surety bonded or otherwise insured for
2 purposes of indemnification against errors and omissions arising
3 from the authentication, sale, or resale of collectibles.

4 (j) Whenever a promoter arranges or organizes a trade show
5 featuring collectibles and autograph signings, the promoter shall
6 notify, in writing, any dealer who has agreed to purchase or rent
7 space in this trade show what the promoter will do if any laws of
8 this state are violated, including the fact that law enforcement
9 officials will be contacted when those laws are violated. This notice
10 shall be delivered to the dealer, at his or her registered place of
11 business, at the time the agreement to purchase space in the trade
12 show is made. The following language shall be included in each
13 notice:

14 “As a vendor at this collectibles trade show, you are a
15 professional representative of this hobby. As a result, you will be
16 required to follow the laws of this state, including laws regarding
17 the sale and display of collectibles, as defined in Section 1739.7
18 of the Civil Code, forged and counterfeit collectibles and
19 autographs, and mint and limited edition collectibles. If you do
20 not obey the laws, you may be evicted from this trade show, be
21 reported to law enforcement, and be held liable for a civil penalty
22 of 10 times the amount of damages.”