

HOUSE BILL 2549

By Durham

AN ACT to amend Tennessee Code Annotated, Title 47,
Chapter 18, relative to misleading advertising of
consumer goods.

BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF TENNESSEE:

SECTION 1. Tennessee Code Annotated, Section 47-18-104(b), is amended by adding the following language as a new subdivision:

(51) Misrepresenting the total price of goods or services in an advertisement.

This subdivision (b)(51) includes failing to include mandatory costs and fees in the advertisement when representing the price for which the goods or services are offered;

SECTION 2. This act shall take effect upon becoming a law, the public welfare requiring it.