

1 S.250

2 Introduced by Senator Mullin

3 Referred to Committee on

4 Date:

5 Subject: Commerce and trade; consumer protection; mail-in rebates

6 Statement of purpose of bill as introduced: This bill proposes to require that  
7 sellers provide all advertised rebates at the time of sale, unless the  
8 manufacturer requires a mail-in rebate.

9 An act relating to limiting mail-in rebates

10 It is hereby enacted by the General Assembly of the State of Vermont:

11 Sec. 1. 9 V.S.A. § 2466b is added to read:

12 § 2466b. MAIL-IN REBATES

13 (a) It shall be an unlawful and deceptive act and practice in commerce in  
14 violation of section 2453 of this title for a seller to advertise the availability of  
15 any type of rebate by displaying the after-rebate price of the advertised good in  
16 the advertisement, unless the amount of the rebate is provided to the consumer  
17 by the seller at the time of purchase of the advertised good. This subsection  
18 shall not apply:

1           (1) to a seller if the manufacturer of the good provides notice to the  
2           seller that the manufacturer requires the seller to offer a mail-in rebate to  
3           consumers as a condition of sale; or

4           (2) to a manufacturer selling directly to a consumer.

5           (b) An advertisement for a mail-in rebate required by a manufacturer shall:

6           (1) display the price actually paid to the seller at the time of purchase by  
7           a consumer, in a font at least as large as the price after rebate;

8           (2) display the terms of the rebate in at least 10 point font, including any  
9           time limit or required proof of purchase such as receipts or bar codes; and

10           (3) in the case of television or radio advertisements, explain the terms of  
11           the offer, including the price actually paid to the seller at the time of purchase  
12           by a consumer and any time limit or required proof of purchase such as  
13           receipts or bar codes.

14           Sec. 2. EFFECTIVE DATE

15           This act shall take effect on July 1, 2014.