

## **Connecticut Regulation 42-110b-18 Unfair Trade Practices**

“It shall be an unfair or deceptive act or practice to: (a) misrepresent the owner, manufacturer, distributor, source of geographical origin of merchandise or services; provided however, that nothing contained herein shall prohibit a supplier From labeling merchandise received from others and sold by him with his own brand, trade name, trademark, or other designation customarily used by him; (b) misrepresent the age, model, grade, style or standard of merchandise or services; (c) misrepresent the sponsorship, endorsement, approval, or certification of merchandise or services; (d) misrepresent the affiliation, connection or association of any merchandise, services or business establishment. (e) misrepresent the nature, characteristics, standard ingredients, uses, benefits, quantities or qualities of merchandise or services: (f) misrepresent that merchandise is new or original when it is used, altered, deteriorated or repossessed; provided however, that nothing contained herein shall prohibit a retailer from reselling merchandise which is returned by a customer within a reasonable time and is in original, undamaged condition. (g) disparage the merchandise, services, or business of another by false or misleading representation of fact; (h) offer merchandise for sale at a stated price, by means of any advertisement disseminated in an area serviced by any stores which are covered by the advertisement which do not have such products in stock and readily available to customers during the effective period of the advertisement (i) fail to make the advertised items conspicuously and readily available for sale at or below the advertised prices. For compliance with this subsection and subsection (j) above, there must be clear and conspicuous disclosure in all such advertisements as to all exceptions and/or limitation or restriction with respect to stores, products, or prices otherwise included within the advertisements. (1) General disclaimer in advertising relating to product availability will not be in compliance with these regulations. Examples of such general disclaimers are: (a) “Available at most stores.” (2) Specific, clear and conspicuous disclaimers in advertising relating to product availability in particular stores will be considered to be in compliance with these regulations. An example of such a disclaimer would be “available in the West Hartford and Manchester stores.” (3) Disclaimers as to quantities of merchandise available must be specific as to the actual number available at each store if there is not a sufficient quantity available to meet reasonably anticipated demands. “Quantities limited” is not specific enough to satisfy the requirements of this section. “Only ten items available at each store” would be in compliance with these regulations.”