

recommendations regarding the treatment of these sections.

SUBTITLE 7. FALSE ADVERTISING.

11-701. DEFINITIONS.

(A) IN GENERAL.

IN THIS SUBTITLE THE FOLLOWING WORDS HAVE THE MEANINGS INDICATED.

REVISOR'S NOTE: This subsection is new language used as the standard introductory language to a definition section.

(B) ADVERTISE FALSELY.

"ADVERTISE FALSELY" MEANS TO USE ANY ADVERTISEMENT, INCLUDING A LABEL, WHICH IS MISLEADING IN A MATERIAL RESPECT.

REVISOR'S NOTE: This subsection is new language derived without substantive change from the first clause of Art. 27, §195A(b).

The balance of that section is now contained in §11-704.

(C) PERSON.

"PERSON" INCLUDES AN INDIVIDUAL, CORPORATION, BUSINESS TRUST, ESTATE, TRUST, PARTNERSHIP, ASSOCIATION, TWO OR MORE PERSONS HAVING A JOINT OR COMMON INTEREST, OR ANY OTHER LEGAL OR COMMERCIAL ENTITY.

REVISOR'S NOTE: This subsection is new language setting forth a broad, standardized definition of the word "person" as used in this article. It is a synthesis of the U.C.C. definitions of "person" and "organization" contained in §1-201 (28) and (30) of this article, except that the reference to "government or governmental subdivision or agency" is not included. This definition is in no way intended to change the existing law, merely to clarify it.

11-702. EXCEPTIONS.

THIS SUBTITLE DOES NOT APPLY TO ANY:

(1) TELEVISION OR RADIO BROADCASTING STATION WHICH BROADCASTS AN ADVERTISEMENT; OR