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# A BILL FOR AN ACT

RELATING TO REGULATION.

**BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:**

1           SECTION 1. Chapter 481B, Hawaii Revised Statutes, is  
2 amended by adding a new section to part I to be appropriately  
3 designated and to read as follows:  
4           "§481B-           Advertisement of goods or services; absence of  
5 required license or permit. (a) No person attempting to  
6 provide a good or service for consideration shall advertise the  
7 good or service if a license or permit for the sale of the good  
8 or service is required by applicable state law or county  
9 ordinance, unless the person holds any and all applicable  
10 licenses and permits to provide the good or service.  
11           (b) For purposes of this section, "advertise" means:  
12           (1) To issue or cause to be distributed any card, sign, or  
13                 device to any person;  
14           (2) To cause, permit, or allow any sign or marking on or  
15                 in any building; or



1        (3) To advertise by any other means designed to secure  
2                    public attention, including on radio, television, and  
3                    electronic media."

4        SECTION 2. This Act does not affect rights and duties that  
5 matured, penalties that were incurred, and proceedings that were  
6 begun before its effective date.

7        SECTION 3. New statutory material is underscored.

8        SECTION 4. This Act shall take effect on January 1, 2050.

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# H.B. NO. 1516 H.D. 1

**Report Title:**

Unfair and Deceptive Practices; Advertisements; License; Permit

**Description:**

Prohibits as an unfair and deceptive practice the advertisement of a good or service in the absence of licenses or permits for the good or service, to the extent the licenses or permits are required by applicable state and county laws. Effective 1/1/2050. (HD1)

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