

**PROPOSED AMENDMENTS TO
HOUSE BILL 3447**

1 On page 1 of the printed bill, line 2, after “operations” insert a period and
2 delete the rest of the line and line 3.

3 Delete lines 5 through 30 and delete pages 2 through 6 and insert:

4 **“SECTION 1. (1) As used in this section:**

5 **“(a) ‘Floral or ornamental products or services’ means floral ar-**
6 **rangements, cut flowers, floral bouquets, potted plants, balloons, floral**
7 **designs and related products and services.**

8 **“(b)(A) ‘Local telephone number’ means a specific telephone num-**
9 **ber, including area code and prefix, assigned for the purpose of com-**
10 **pleting local calls between a calling party or station and any other**
11 **party or station within a designated exchange and all designated local**
12 **calling areas.**

13 **“(B) ‘Local telephone number’ does not include long distance tele-**
14 **phone numbers or any toll-free telephone numbers listed in a local**
15 **telephone directory.**

16 **“(2) A provider or vendor of floral or ornamental products or ser-**
17 **vices may not misrepresent the geographic location of the provider’s**
18 **or vendor’s business by doing either of the following:**

19 **“(a) Listing a local telephone number in any advertisement or list-**
20 **ing, unless the advertisement or listing identifies the true physical**
21 **address, including the city and state, of the provider’s or vendor’s**
22 **business.**

1 “(b) Listing a fictitious business name or an assumed business
2 name in any advertisement or listing when both of the following cri-
3 teria have been met:

4 “(A) The name of the business misrepresents the provider’s or
5 vendor’s geographic location; and

6 “(B) The advertisement or listing does not identify the true physical
7 address, including the city and state, of the provider’s or vendor’s
8 business.

9 “(3) This section does not apply to:

10 “(a) A publisher of a telephone directory or other publication or a
11 provider of a directory assistance service publishing or providing in-
12 formation about another business;

13 “(b) An Internet website that aggregates and provides information
14 about other businesses;

15 “(c) An owner or publisher of a print advertising medium providing
16 information about other businesses;

17 “(d) An Internet service provider; or

18 “(e) An Internet service that displays or distributes advertisements
19 for other businesses.

20 “(4)(a) The Director of the Department of Consumer and Business
21 Services may assess against any person who violates any provision of
22 this section a civil penalty in an amount of not more than \$250.

23 “(b) Civil penalties imposed under this subsection shall be imposed
24 as provided in ORS 183.745.

25 “(c) All moneys collected under this subsection must be paid to the
26 State Treasurer and credited as provided in ORS 705.145.

27 “SECTION 2. Section 1 of this 2013 Act applies to commercial floral
28 transactions that occur in this state on or after the effective date of
29 this 2013 Act.”.

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