

Chair Holvey, Vice-Chair Elmer, Vice-Chair Sosa, and Members of the Committee:

I am writing in support of Oregon bill HB 2053, which seeks to provide a framework for businesses operating under an assumed name in the state of Oregon.

As a small business owner myself, I understand the importance of operating transparently and in compliance with state laws. This bill ensures that businesses are held accountable for registering their business names, and provides a mechanism for investigating complaints of unregistered businesses. The provision for a civil penalty of up to \$100 per day of violation serves as a deterrent for non-compliance, while the provision for the dismissal of legal actions without prejudice protects the rights of all parties involved.

Furthermore, the requirement for businesses to maintain registration not only promotes transparency and accountability, but also protects consumers from potential fraud or misrepresentation. The dedication of the proceeds from civil penalties to the Secretary of State's office helps ensure that the agency has the necessary resources to effectively enforce compliance with the law.

In conclusion, I believe that HB 2053 is an important step in protecting the interests of businesses and consumers in Oregon, and I wholeheartedly support its passage. Thank you for your time and consideration.

Sincerely,

Devon Lawson-McCourt

Vida, Oregon