

By Senator Holzendorf

2-405-99

See HB 59

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A bill to be entitled
An act relating to fictitious names; creating
s. 501.97, F.S.; prohibiting use of a
fictitious name for certain purposes; providing
penalties; providing an effective date.

Be It Enacted by the Legislature of the State of Florida:

Section 1. Section 501.97, Florida Statutes, is
created to read:

501.97 Deceptive trade practices; telephone
directories and databases; penalties.--

(1)(a) A person may not misrepresent the geographic
location of the supplier of a service or product by listing a
fictitious business name or an assumed business name in a
local telephone directory if:

- 1. The name misrepresents the geographic location of
the supplier;
- 2. The listing fails to identify the address,
including the state of the business of the supplier;
- 3. Calls to the local telephone number are routinely
forwarded or otherwise transferred to a business location that
is outside the calling area covered by the local telephone
directory; and
- 4. The business location of the supplier is located in
a county that is not contiguous to a county in the calling
area covered by the local telephone directory.

(b) A person may not list a fictitious business name
or assumed business name in a directory assistance database
if:

