

Amendment No. (for drafter's use only)

CHAMBER ACTION

Senate

House

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Representative Simmons offered the following:

**Amendment**

Remove line(s) 87-99 and insert:

(b) A person violating subsection (4) shall be liable for a civil penalty of \$1,000 for the first offense and a civil penalty of \$10,000 for each subsequent offense. The Florida Bar and the Attorney General shall have standing to enforce such penalties and to seek issuance of an injunction against any person who violates subsection (4) and, upon prevailing in such action, shall recover costs and reasonable attorney's fees. For purposes of this paragraph, an offense is a single advertisement published in a single print publication or through a single electronic media outlet, regardless of the number of times or in how many issues it is republished in the same publication or through the same media outlet.

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