

IN THIS TITLE THE FOLLOWING WORDS HAVE THE MEANINGS INDICATED.

REVISOR'S NOTE: This subsection is new language used as the standard introductory language to a definition section.

(B) ADVERTISEMENT.

(1) "ADVERTISEMENT" MEANS THE PUBLICATION, DISSEMINATION, OR CIRCULATION OF ANY ORAL OR WRITTEN MATTER, INCLUDING LABELING, WHICH DIRECTLY OR INDIRECTLY TENDS TO INDUCE A PERSON TO ENTER INTO AN OBLIGATION, SIGN A CONTRACT, OR ACQUIRE TITLE OR INTEREST IN ANY MERCHANDISE, REAL PROPERTY, INTANGIBLES, OR SERVICE.

(2) "ADVERTISEMENT" INCLUDES EVERY DEVICE TO DISGUISE ANY FORM OF BUSINESS SOLICITATION BY USING:

(i) A WORD SUCH AS "RENEWAL," "INVOICE," "BILL," "STATEMENT," OR "REMINDER" TO CREATE AN IMPRESSION OF AN EXISTING OBLIGATION IF THERE IS NONE; OR

(ii) OTHER LANGUAGE TO MISLEAD A PERSON IN RELATION TO A PROPOSED COMMERCIAL TRANSACTION.

REVISOR'S NOTE: This subsection presently appears as Art. 83, §20(a).

In paragraph (1) of this subsection, the terms "real property" and "intangibles," derived from the present definition of "merchandise," are added here for purposes of emphasis. In this regard, see revisor's note to subsection (f) of this section.

In paragraph (2) of this subsection, the reference to a "word" device is deleted as superfluous.

The only other changes are in style.

(C) CONSUMER.

(1) "CONSUMER" MEANS AN ACTUAL OR PROSPECTIVE PURCHASER, LESSEE, OR RECIPIENT OF CONSUMER GOODS, CONSUMER SERVICES, OR CONSUMER CREDIT.

(2) "CONSUMER" INCLUDES A CO-OBLIGOR OR SURETY FOR A CONSUMER.

REVISOR'S NOTE: This subsection presently appears as Art. 83, §20(f).