

OR SERVICES TO CONSUMERS OR THE FINANCING THEREOF.

(8) "BUSINESS ARRANGEMENT" MEANS ANY UNDERSTANDING, PROCEDURE, COURSE OF DEALING, OR ARRANGEMENT, FORMAL OR INFORMAL, BETWEEN A CREDITOR AND A SELLER, IN CONNECTION WITH THE SALE OF GOODS OR SERVICES TO CONSUMERS OR THE FINANCING THEREOF.

(9) "CREDIT CARD ISSUER" MEANS A PERSON WHO EXTENDS TO CARDHOLDERS THE RIGHT TO USE A CREDIT CARD IN CONNECTION WITH PURCHASES OF GOODS OR SERVICES.

(10) "CONSUMER CREDIT CONTRACT" MEANS ANY INSTRUMENT WHICH EVIDENCES OR EMBODIES A DEBT ARISING FROM A "PURCHASE MONEY LOAN" TRANSACTION OR A "FINANCED SALE" AS DEFINED IN SUBSECTIONS ~~(5)~~ (5) AND ~~(6)~~ (6).

(11) "SELLER" MEANS A PERSON WHO, IN THE ORDINARY COURSE OF BUSINESS, SELLS GOODS OR SERVICES TO CONSUMERS.

(B) IN CONNECTION WITH ANY SALE OR LEASE IN THIS STATE OF GOODS OR SERVICES TO CONSUMERS, IT IS AN UNFAIR OR DECEPTIVE TRADE PRACTICE WITHIN THE MEANING OF TITLE 13 OF THIS ARTICLE FOR A SELLER, DIRECTLY OR INDIRECTLY, TO:

(1) TAKE OR RECEIVE A CONSUMER CREDIT CONTRACT WHICH FAILS TO CONTAIN THE FOLLOWING PROVISION IN AT LEAST TEN POINT, BOLD FACE, TYPE:

NOTICE

ANY HOLDER OF THIS CONSUMER CREDIT CONTRACT IS SUBJECT TO ALL CLAIMS AND DEFENSES WHICH THE DEBTOR COULD ASSERT AGAINST THE SELLER OF GOODS OR SERVICES OBTAINED PURSUANT HERETO OR WITH THE PROCEEDS HEREOF. RECOVERY HEREUNDER BY THE DEBTOR SHALL NOT EXCEED AMOUNTS PAID BY THE DEBTOR HEREUNDER.

OR, (2) ACCEPT, AS FULL OR PARTIAL PAYMENT FOR SUCH SALE, THE PROCEEDS OF ANY PURCHASE MONEY LOAN, UNLESS ANY CONSUMER CREDIT CONTRACT MADE IN CONNECTION WITH SUCH PURCHASE MONEY LOAN CONTAINS THE FOLLOWING PROVISION IN AT LEAST TEN POINT, BOLD FACE, TYPE:

NOTICE

ANY HOLDER OF THIS CONSUMER CREDIT CONTRACT IS SUBJECT TO ALL CLAIMS AND DEFENSES WHICH THE DEBTOR COULD ASSERT AGAINST THE SELLER OF GOODS OR SERVICES OBTAINED WITH THE PROCEEDS HEREOF. RECOVERY HEREUNDER BY THE DEBTOR SHALL NOT EXCEED AMOUNTS PAID BY THE DEBTOR HEREUNDER.

(C) THE PROVISIONS OF THIS SECTION DO NOT APPLY WHERE THE SELLER: