(3)   The cost of installation of [such] THESE materials does not exceed that which is usual and customary in that particular locality.

Materials and labor may be furnished by a brandowner for the custom manufacture of an advertising display not exceeding [fifteen dollars ($15.00)] $15 which is temporary in nature and has no other utilitarian value. [No] A manufacturer or nonresident dealer or brandowner [shall] MAY NOT undertake any plan or design which directly or indirectly results in the purchase of advertising materials or supplies or advertising services by any wholesale or retail licensee; neither shall a wholesale or retail licensee participate directly or indirectly in any transaction in which he pays for or shares in the cost for any of the value of the advertising materials, supplies, services, or mailing expenses utilized to promote a brandowner's products; nothing contained herein is intended to prevent a wholesale licensee from furnishing brandowners as defined [herein], with display materials and installation services at charges, computed at not less than the fair market value for [such] THESE services.   Any person violating any of the provisions of this section shall, upon conviction, be punished by a fine of not more than [one thousand dollars ($1,000.00)] $1,000 or by imprisonment for not more than two years or by both fine and imprisonment in the discretion of the court.

SECTION 2.   AND BE IT FURTHER ENACTED, That this Act shall take effect July 1, 1977.

Approved May 17, 1977.

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CHAPTER 609

(House Bill 1899)

AN ACT concerning

   Maryland Register — Rules and Their Effective Dates

FOR the purpose of requiring that a certain notice be given to the Division of State Documents that proposed rules and regulations are unchanged in their adopted form; clarifying an alternative to the usual rule that a regulation becomes effective upon a certain occurrence; and generally relating to rules and regulations and the Division of State Documents.

BY repealing and reenacting, with amendments,

   Article 41 — Governor-Executive and Administrative