

# HOUSE BILL No. 5770

June 20, 1988, Introduced by Reps. Sikkema, Krause, Dunaskiss,  
Stacey, Bandstra, Leland and Middaugh and referred  
to the Committee on Insurance.

A bill to amend section 454 of Act No. 218 of the Public  
Acts of 1956, entitled as amended

"The insurance code of 1956,"

as amended by Act No. 168 of the Public Acts of 1987, being sec-  
tion 500.454 of the Michigan Compiled Laws.

## THE PEOPLE OF THE STATE OF MICHIGAN ENACT:

1       Section 1. Section 454 of Act No. 218 of the Public Acts of  
2 1956, as amended by Act No. 168 of the Public Acts of 1987, being  
3 section 500.454 of the Michigan Compiled Laws, is amended to read  
4 as follows:

5       Sec. 454. Except as otherwise provided in this section, an  
6 insurer shall not be authorized to do business in this state if  
7 its name is the same as or SO closely resembles the name of any  
8 other insurer organized under or authorized to do business under  
9 the laws of this state THAT IT IS LIKELY TO CAUSE CONFUSION,

1 CAUSE MISTAKE, OR TO DECEIVE. ~~However, an insurer may be~~  
2 ~~authorized to do business in this state by adding to its corpo-~~  
3 ~~rate name a word, abbreviation, or other distinctive and distin-~~  
4 ~~guishing element.~~ The certificate of authority issued to the  
5 insurer shall be issued in the name applied for, and the insurer  
6 shall use that name in all its dealings with the commissioner and  
7 in the conduct of its affairs in this state.' Any document used  
8 or advertising offered in this state shall identify the incorpo-  
9 rated name of the insurer. The commissioner may disapprove use  
10 of any name of an insurer if the commissioner determines that the  
11 name is deceptive or misleading OR IS LIKELY TO CAUSE CONFUSION,  
12 CAUSE MISTAKE, OR TO DECEIVE.