

**SHOPPING REFORM AND MODERNIZATION ACT (EXCERPT)**  
**Act 15 of 2011**

**445.312 Definitions.**

Sec. 2. As used in this act:

- (a) "Advertise" means the use or dissemination of an advertising by a person that is subject to this act.
- (b) "Advertising" or "advertisement" means a communication or representation that is disseminated in any manner by any means for the purpose of inducing, or that is likely to induce, directly or indirectly, the purchase of a consumer item, good, merchandise, or commodity.
- (c) "Automatic checkout system" means an electronic device, computer, or machine that determines the price of a consumer item by using a product identity code. An automatic checkout system may but is not required to include an optical scanner.
- (d) "Consumer item" means an article of tangible personal property used or consumed, or bought for use or consumption, primarily for personal, family, or household purposes.
- (e) A price is "displayed" for a consumer item if the price is stamped, affixed, or otherwise marked on the consumer item; or the price of the consumer item is displayed, by signage, by an electronic reader, or by any other method that clearly and reasonably conveys the current price of the consumer item, to a consumer when in the store at the place where the item is located.
- (f) "Person" means an individual, corporation, limited liability company, partnership, association, or other legal entity.
- (g) "Sale at retail" means a transfer of an interest in a consumer item by a person that is regularly and principally engaged in the business of selling consumer items to a buyer for use or consumption and not for resale.
- (h) "Total price" means the full purchase price of a consumer item, excluding sales tax and container deposit.

**History:** 2011, Act 15, Eff. Sept. 1, 2011.