

ADVERTISEMENTS (EXCERPT)
Act 98 of 1988

445.811 Definitions.

Sec. 1. As used in this act:

(a) "Advertisement" means a representation that is intended to induce, or is likely to induce, directly or indirectly, the purchase of a consumer item, service, good, merchandise, commodity, or real property.

(b) "Mail order business" means a person that solicits an order for the sale of merchandise to be ordered by the buyer through the mails and is regulated by 16 C.F.R. part 435.

(c) "Person" means an individual, partnership, corporation, association, or other legal entity.

History: 1988, Act 98, Imd. Eff. Apr. 11, 1988.