

1 IN THE HOUSE

BY MR. BLODGETT

2 HOUSE BILL NO. 22

3 IN THE LEGISLATURE OF THE STATE OF ALASKA

4 THIRD LEGISLATURE - FIRST SESSION

5 A BILL

6 For an Act entitled: "An Act relating to the misleading adver-
7 tising of imitation Native articles of
8 handicraft."

9 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF ALASKA:

10 * Section 1. AS 45.65 is amended by adding a new section to
11 read:

12 Sec. 45.65.055. MISREPRESENTATION. (a) No person
13 may offer for sale to the public an article represented to
14 be an authentic Native article of handicraft if it is not
15 an authentic Native article of handicraft.

16 (b) The use of the word "Native", "Indian", "Eskimo",
17 "Aleut" or the name of a Native tribe or village

18 (1) by a person in advertising, labeling or
19 identifying any product or article he offers for sale to
20 the public is prima facie evidence of the fact that he
21 offers the article or product for sale as an authentic
22 Native article of handicraft, or

23 (2) by a person in advertising his business is
24 prima facie evidence of the fact that he offers for sale as
25 an authentic Native article of handicraft any article he
26 offers for sale that is not

27 (A) clearly labeled to the contrary, or

28 (B) distinguishable by its function, design
29 or component parts from an authentic Native article of

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handicraft.

* Sec. 2. AS 45.65.060 is amended by adding a new subsection to read:

(d) A person who violates the terms of sec. 55(a) of this chapter is guilty of a misdemeanor, and upon conviction is punishable by a fine of not more than \$1,000, or by imprisonment for not more than one year, or by both.

HB #22