

HOUSE No. 1793

By Mr. Brett of Quincy, petition of Joseph E. Brett for legislation to restrict the use of certain names on retail establishments selling alcoholic beverages. Legal Affairs.

The Commonwealth of Massachusetts

In the Year One Thousand Nine Hundred and Sixty-Six.

AN ACT REGULATING THE USE OF NAMES ON CERTAIN RETAIL ESTABLISHMENTS.

Be it enacted by the Senate and House of Representatives in General Court assembled, and by the authority of the same, as follows:

1 Chapter 138 of the General Laws is hereby amended by inserting at the end of section 23 thereof, the following:—

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3 No section fifteen retail licensee under this chapter may assume the name or trade name used by another licensee or
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5 assume a name so similar thereto as to be likely mistaken for it.

6 Any name which directly or by ambiguity or omission tends
7 to create a misleading impression that more than two retail
8 establishments in a city or more than three such establishments
9 in the commonwealth are owned and operated by the same person shall be deemed violative of the foregoing section.

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11 The commission may on its own initiative or upon the
12 petition of any person order any licensee to change its name
13 wherever in its opinion such name violates the foregoing
14 provisions of law.

The Commission of the

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