
A BILL FOR AN ACT

RELATING TO BANKS AND FINANCIAL INSTITUTIONS.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:

1 SECTION 1. The purpose of this Act is to prohibit the use
2 of the name or trademark of a financial institution or its
3 affiliates or subsidiaries when marketing or soliciting existing
4 or prospective customers if such marketing materials are used
5 without written permission and in a manner that would lead a
6 reasonable person to believe that the material or solicitation
7 originated from a financial institution or its affiliates or
8 subsidiaries. This Act further authorizes a civil penalty of up
9 to \$10,000 for each violation.

10 SECTION 2. Chapter 412, Hawaii Revised Statutes, is
11 amended by adding a new section to be appropriately designated
12 and to read as follows:

13 "§412:1- Financial institution name fraud. (a) No
14 person shall use the name or trademark of a financial
15 institution, as defined in section 412:1-109, or its affiliates
16 or subsidiaries when marketing or soliciting existing or
17 prospective customers if the marketing materials are used



1 without the written consent of the financial institution and in
2 a manner that would lead a reasonable person to believe that the
3 material or solicitation originated from, was endorsed by, is
4 related to, or is the responsibility of the financial
5 institution or its affiliates or subsidiaries.

6 (b) The commissioner may impose a civil penalty of up to
7 \$10,000 for each violation of this section."

8 SECTION 3. New statutory material is underscored.

9 SECTION 4. This Act shall take effect upon its approval.



Report Title:

Financial Institution Name Fraud; Banks

Description:

Prohibits the deceptive use of the name or trademark of a financial institution or its affiliates or subsidiaries. Establishes \$10,000 fine for violations. (HB2254 HD1)

