

2790.0800 IDENTITY.

Subpart 1. **Disclosure.** The identity of the insurer, agents, or agency must be made clear in all advertisements or representations, whether written or oral.

Subp. 2. **Names.** An advertisement or representation, whether written or oral, must not use a trade name, an insurance group designation, the name of the parent company of the insurer, the name of a government agency or program, the name of a department or division of an insurer, the name of an agency, the name of any other organization, a service mark, a slogan, a symbol, or any other device which has the capacity or tendency to mislead or deceive as to the identify of the insurer, agents, or agency.

Subp. 3. **Connection with government agency.** An advertisement or representation, whether written or oral, must not use any combination of words, symbols, or materials which, by its content, phraseology, shape, color, nature, or other characteristics, is so similar to combinations of words, symbols, or materials used by federal, state, or local government agencies that it tends to confuse or mislead prospective buyers into believing that the solicitation is in some manner connected with the government agency.

Statutory Authority: *MS c 60A; 72A*

History: *9 SR 175*

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