

2860.4100 STANDARDS FOR ADVERTISEMENTS OFFERING A FRANCHISE SUBJECT TO REGISTRATION.

Subpart 1. **Prohibitions.** No advertisement shall make reference to:

- A. the acquiring of a franchise as an assurance of earnings or profits, as a safe investment, or as free from loss, default, or failure or that such is impossible or unlikely;
- B. projections or statements of operations of or income from the operation of any franchise; or
- C. any opinion of counsel without stating the name and address of such counsel.

Subp. 2. **Content.** All advertisements must contain the name and address of the person using the advertisement or making the offer, including the name or the primary commercial symbol of the franchisor, and the registration number assigned to the offering by the commissioner.

Statutory Authority: *MS s 80C.18*

Published Electronically: *September 14, 2007*