

112TH CONGRESS  
1ST SESSION

# H. R. 2543

To direct the Federal Trade Commission to prescribe rules prohibiting  
deceptive advertising of abortion services.

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## IN THE HOUSE OF REPRESENTATIVES

JULY 14, 2011

Mrs. MALONEY (for herself, Ms. MOORE, Ms. NORTON, Mr. CONNOLLY of Virginia, Mr. CONYERS, Ms. HIRONO, Mr. GRIJALVA, Mr. JACKSON of Illinois, Mr. RANGEL, Mr. TOWNS, Mrs. LOWEY, Ms. LEE of California, and Ms. ZOE LOFGREN of California) introduced the following bill; which was referred to the Committee on Energy and Commerce

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## A BILL

To direct the Federal Trade Commission to prescribe rules  
prohibiting deceptive advertising of abortion services.

1       *Be it enacted by the Senate and House of Representa-*  
2       *tives of the United States of America in Congress assembled,*

3       **SECTION 1. SHORT TITLE.**

4       This Act may be cited as the “Stop Deceptive Adver-

5       tising for Women’s Services Act”.

6       **SEC. 2. PROHIBITION OF DECEPTIVE ADVERTISING OF**  
7       **ABORTION SERVICES.**

8       (a) CONDUCT PROHIBITED.—Not later than 180  
9       days after the date of enactment of this Act, the Federal

1 Trade Commission shall promulgate rules to prohibit, as  
2 an unfair and deceptive act or practice, any person from  
3 advertising with the intent to deceptively create the im-  
4 pression that—

5 (1) such person is a provider of abortion serv-  
6 ices if such person does not provide abortion serv-  
7 ices; and

8 (2) such person is not a provider of abortion  
9 services if such person does provide abortion serv-  
10 ices.

11 (b) ENFORCEMENT.—The Federal Trade Commis-  
12 sion shall enforce the rules required under subsection (a)  
13 as if a violation of such rules were a violation of section  
14 5(a)(1) of the Federal Trade Commission Act (15 U.S.C.  
15 45(a)(1)). The Commission shall enforce such rules in the  
16 same manner and by the same means, powers, and duties  
17 as though all applicable terms and provisions of the Fed-  
18 eral Trade Commission Act were incorporated into and  
19 made a part of this Act.

20 **SEC. 3. DEFINITIONS.**

21 For purposes of the rules prescribed under section  
22 2, the following definitions apply:

23 (1) ADVERTISE.—The term “advertise” means  
24 offering of goods or services to the public, regardless

1 of whether such goods or services are offered for  
2 payment or result in a profit.

3 (2) ABORTION SERVICES.—The term “abortion  
4 services” means providing surgical and non-surgical  
5 procedures to terminate a pregnancy, or providing  
6 referrals for such procedures.

7 (3) PERSON.—The term “person” has the  
8 meaning given such term in section 551(2) of title  
9 5, United States Code.

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