

111TH CONGRESS
2D SESSION

H. R. 5652

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

IN THE HOUSE OF REPRESENTATIVES

JUNE 30, 2010

Mrs. MALONEY (for herself, Mr. GRIJALVA, Mrs. CAPPS, Mr. MORAN of Virginia, Mr. MCGOVERN, Mr. FARR, Ms. LEE of California, Ms. BALDWIN, Ms. MOORE of Wisconsin, Mrs. DAVIS of California, Ms. SCHAKOWSKY, and Mr. KUCINICH) introduced the following bill; which was referred to the Committee on Energy and Commerce

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 such person is a provider of abortion services
5 if such person does not provide abortion services.

6 (b) ENFORCEMENT.—The Federal Trade Commis-
7 sion shall enforce the rules required under subsection (a)
8 as if a violation of such rules were a violation of section
9 5(a)(1) of the Federal Trade Commission Act (15 U.S.C.
10 45(a)(1)). The Commission shall enforce such rules in the
11 same manner and by the same means, powers, and duties
12 as though all applicable terms and provisions of the Fed-
13 eral Trade Commission Act were incorporated into and
14 made a part of this Act.

15 **SEC. 3. DEFINITIONS.**

16 For purposes of the rules prescribed under section
17 2, the following definitions apply:

18 (1) ADVERTISE.—The term “advertise” means
19 offering of goods or services to the public, regardless
20 of whether such goods or services are offered for
21 payment or result in a profit.

22 (2) ABORTION SERVICES.—The term “abortion
23 services” means providing surgical and non-surgical
24 procedures to terminate a pregnancy, or providing
25 referrals for such procedures.

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

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