

111TH CONGRESS
2D SESSION

S. 3554

To direct the Federal Trade Commission to promulgate rules prohibiting deceptive advertising of abortion services, and for other purposes.

IN THE SENATE OF THE UNITED STATES

JUNE 30, 2010

Mr. MENENDEZ introduced the following bill; which was read twice and referred to the Committee on Commerce, Science, and Transportation

A BILL

To direct the Federal Trade Commission to promulgate rules prohibiting deceptive advertising of abortion services, and for other purposes.

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 of 2010”.

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

8 (a) CONDUCT PROHIBITED.—Not later than 180
9 days after the date of the enactment of this Act, the Fed-
10 eral Trade Commission shall promulgate rules to prohibit,

1 as an unfair and deceptive act or practice, any person
2 from advertising with the intent to deceptively create the
3 impression that such person is a provider of abortion serv-
4 ices if such person does not provide abortion services.

5 (b) ENFORCEMENT.—The Federal Trade Commis-
6 sion shall enforce the rules promulgated under subsection
7 (a) as if a violation of such rules were a violation of section
8 5(a)(1) of the Federal Trade Commission Act (15 U.S.C.
9 45(a)(1)). The Commission shall enforce such rules in the
10 same manner and by the same means, powers, and duties
11 as though all applicable terms and provisions of the Fed-
12 eral Trade Commission Act (15 U.S.C. 41 et seq.) were
13 incorporated into and made a part of this section.

14 (c) DEFINITIONS.—In this section:

15 (1) ABORTION SERVICES.—The term “abortion
16 services” means providing surgical and non-surgical
17 procedures to terminate a pregnancy, or providing
18 referrals for such procedures.

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

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

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