S T A T E O F N E W Y O R K

3279

2009-2010 Regular Sessions

I N A S S E M B L Y

January 23, 2009

Introduced by M. of A. ENGLEBRIGHT, ALFANO, BARRA, JEFFRIES -- read once and referred to the Committee on Higher Education

AN ACT to amend the education law, in relation to prohibiting the direct merchandising of credit cards through the state university of New York and the city university of New York

THE PEOPLE OF THE STATE OF NEW YORK, REPRESENTED IN SENATE AND ASSEMBLY, DO ENACT AS FOLLOWS:

Section 1. The education law is amended by adding a new section 355-d to read as follows:

S 355-D. DIRECT MERCHANDISING OF CREDIT CARDS; PROHIBITIONS. 1. WHEN USED IN THIS SECTION, THE TERM "DIRECT MERCHANDISING" MEANS THE PROMOTION TO SELL OR OFFER ANY GOODS, WARES OR MERCHANDISE TO ANY PERSON BY MEANS OF INTERPERSONAL CONTACT OR THROUGH THE USE OF DISPLAYS.

2. THE STATE UNIVERSITY IS NOT AUTHORIZED TO ENTER INTO ANY AGREEMENT FOR THE DIRECT MERCHANDISING OF CREDIT CARDS THROUGH THE STATE UNIVERSITY OF NEW YORK TO ANY ENROLLED STUDENT THEREOF.

3. THE PROVISIONS OF THIS SECTION SHALL APPLY TO ANY PERSON, PARTNERSHIP, FIRM, ASSOCIATION, LIMITED LIABILITY COMPANY OR CORPORATION ACTING AS AN AGENT OR EMPLOYEE OR ON BEHALF OF SUCH UNIVERSITY FOR THE PURPOSES OF THE DIRECT MERCHANDISING OF CREDIT CARDS.

S 2. The education law is amended by adding a new section 6204-b to read as follows:

S 6204-B. DIRECT MERCHANDISING OF CREDIT CARDS; PROHIBITIONS. 1. WHEN USED IN THIS SECTION, THE TERM "DIRECT MERCHANDISING" MEANS THE PROMOTION TO SELL OR OFFER ANY GOODS, WARES OR MERCHANDISE TO ANY PERSON BY MEANS OF INTERPERSONAL CONTACT OR THROUGH THE USE OF DISPLAYS.

2. THE CITY UNIVERSITY IS NOT AUTHORIZED TO ENTER INTO ANY AGREEMENT FOR THE DIRECT MERCHANDISING OF CREDIT CARDS THROUGH THE CITY UNIVERSITY OF NEW YORK TO ANY ENROLLED STUDENT THEREOF.

3. THE PROVISIONS OF THIS SECTION SHALL APPLY TO ANY PERSON, PARTNERSHIP, FIRM, ASSOCIATION, LIMITED LIABILITY COMPANY OR CORPORATION ACTING

EXPLANATION--Matter in ITALICS (underscored) is new; matter in brackets [ ] is old law to be omitted.

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AS AN AGENT OR EMPLOYEE OR ON BEHALF OF SUCH UNIVERSITY FOR THE PURPOSES OF THE DIRECT MERCHANDISING OF CREDIT CARDS.

S 3. This act shall take effect on the first of July next succeeding the date on which it shall have become a law.