

4597

2009-2010 Regular Sessions

I N   S E N A T E

April 24, 2009

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Introduced by Sen. MONSERRATE -- read twice and ordered printed, and  
when printed to be committed to the Committee on Consumer Protection

AN ACT to amend the general business law, in relation to price gouging

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

1     Section 1. Section 396-r of the general business law is amended by  
2     adding a new subdivision 5 to read as follows:  
3     5. IN ADDITION TO ANY RIGHT OF ACTION GRANTED TO THE ATTORNEY GENERAL  
4     PURSUANT TO THIS SECTION, ANY PERSON WHO HAS BEEN INJURED BY REASON OF  
5     ANY VIOLATION OF THIS SECTION MAY BRING AN ACTION IN HIS OR HER OWN NAME  
6     TO ENJOIN SUCH UNLAWFUL ACT OR PRACTICE, AN ACTION TO RECOVER HIS OR HER  
7     ACTUAL DAMAGES OR ONE THOUSAND DOLLARS, WHICHEVER IS GREATER, OR BOTH  
8     SUCH ACTIONS. THE COURT MAY, IN ITS DISCRETION, AWARD THE PREVAILING  
9     PLAINTIFF IN SUCH ACTION A PENALTY UP TO FIVE THOUSAND DOLLARS, IF THE  
10    COURT FINDS THE DEFENDANT WILLFULLY OR KNOWINGLY VIOLATED THE PROVISIONS  
11    OF THIS SECTION. THE COURT MAY AWARD REASONABLE ATTORNEYS' FEES TO A  
12    PREVAILING PLAINTIFF.  
13    S 2. This act shall take effect immediately.

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

LBD03048-01-9