

# STATE OF NEW YORK

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2523

2023-2024 Regular Sessions

## IN ASSEMBLY

January 26, 2023

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Introduced by M. of A. VANEL -- read once and referred to the Committee  
on Economic Development

AN ACT to amend the general business law, in relation to remedies for  
dilution

The People of the State of New York, represented in Senate and Assem-  
bly, do enact as follows:

1 Section 1. Section 360-1 of the general business law, as added by  
2 chapter 319 of the laws of 1996, is amended to read as follows:

3 § 360-1. Injury to business reputation; dilution. Likelihood of injury  
4 to business reputation or of dilution of the distinctive quality of a  
5 mark or trade name shall be a ground for injunctive relief in cases of  
6 infringement of a mark registered or not registered or in cases of  
7 unfair competition, notwithstanding the absence of competition between  
8 the parties or the absence of confusion as to the source of goods or  
9 services. The court, in its discretion, may enter judgment for an amount  
10 three times such profits and damages and/or reasonable attorneys' fees  
11 of the prevailing party.

12 § 2. This act shall take effect immediately.

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

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