

2876.3060 RESTRICTIONS ON USE OF THE TERM "MNVEST."

Subpart 1. **Web site addresses.** The word "MNvest" must not be used in an Internet URL address or domain name:

A. owned by a portal operator or MNvest issuer; or

B. that automatically redirects a prospective purchaser to a MNvest portal. In addition, no MNvest portal shall hold itself out as being the "official" MNvest portal, the "only" MNvest portal, or otherwise describe itself using words of similar import, as determined by the administrator.

Subp. 2. **Misrepresentations regarding recommendations or endorsements.** A person shall not make any representation, or use any device, title, descriptive name, or identifier that has the tendency or capacity to confuse or mislead a Minnesota resident to believe that a MNvest issuer, MNvest offering, or MNvest portal is endorsed, sponsored, sanctioned, or recommended by MNvest.

Statutory Authority: *MS s 45.023; 80A.82*

History: *40 SR 1617*

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