

53-9-115 Business name and address -- Posting of license -- Advertising.

- (1)
 - (a) Subject to the provisions of this chapter, a licensee may conduct an investigative business under a name other than the licensee's by:
 - (i) complying with the requirements of Title 42, Chapter 2, Conducting Business Under Assumed Name; and
 - (ii) providing a copy of the filed certificate to the commissioner.
 - (b) Failure to comply with Subsection (1)(a) shall result in the suspension of the license.
- (2) Each licensee shall have at least one physical location from which the normal business of the agency is conducted. The address of this location shall be on file with the commissioner at all times and is not a public record pursuant to Subsection 63G-2-301(2)(b)(ii).
- (3) The license certificate issued by the commissioner shall be posted in a conspicuous place in the principal office of the licensee.
- (4) Subject to the provisions of this chapter, a licensee may solicit business through any accepted form of advertising.
 - (a) Any advertisement shall contain the licensee's name and license number as it appears on the license certificate.
 - (b) A licensee may not use false, deceptive, or misleading advertising.

Amended by Chapter 382, 2008 General Session