

## ADVERTISING RESTRICTIONS, USE OF UNAUTHORIZED NAME PROHIBITED

**Minnesota Administrative Rule 8880.0300 General Requirements restricts advertising and prohibits the use of unauthorized names.**

### ADVERTISING RESTRICTIONS

A limousine operator shall conspicuously display its permit number in advertisements or information that calls attention to or describes services offered by the limousine operator. No person, other than a limousine operator with a valid permit, may use in a name or in advertisements or information describing a service the person provides:

- A. the words "limousine" or "limousine service"; or
- B. the words "licensed and insured" if those words are used in a way that suggests or implies that a service is provided by a limousine operator with a valid permit.

### USE OF UNAUTHORIZED NAME PROHIBITED

A limousine operator may not provide limousine service under a name other than the name under which a permit was obtained.