

GOV. MSG. NO. 693

EXECUTIVE CHAMBERS  
HONOLULU

LINDA LINGLE  
GOVERNOR

April 30, 2008

The Honorable Colleen Hanabusa, President  
and Members of the Senate  
Twenty-Fourth State Legislature  
State Capitol, Room 409  
Honolulu, Hawaii 96813

Dear Madam President and Members of the Senate:

This is to inform you that on April 30, 2008, the following bill was signed into law:

HB2254 HD2 SD1

A BILL FOR AN ACT RELATING TO BANKS AND  
FINANCIAL INSTITUTIONS.  
(ACT 51)

Sincerely,



LINDA LINGLE

---

---

# A BILL FOR AN ACT

RELATING TO BANKS AND FINANCIAL INSTITUTIONS.

**BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:**

1           SECTION 1. The purpose of this Act is to prohibit the use  
2 of the name or trademark of a financial institution or its  
3 affiliates or subsidiaries when marketing or soliciting existing  
4 or prospective customers if such marketing materials are used  
5 without written permission and in a manner that would lead a  
6 reasonable person to believe that the material or solicitation  
7 originated from a financial institution or its affiliates or  
8 subsidiaries. This Act further authorizes a civil penalty of up  
9 to \$10,000 for each violation.

10           SECTION 2. Chapter 412, Hawaii Revised Statutes, is  
11 amended by adding a new section to be appropriately designated  
12 and to read as follows:

13           "§412:1- Financial institution name fraud. (a) No  
14 person shall use the name or trademark of a financial  
15 institution, as defined in section 412:1-109, or its affiliates  
16 or subsidiaries when marketing or soliciting existing or  
17 prospective customers if the marketing materials are used



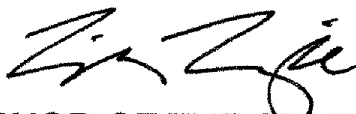
1 without the written consent of the financial institution and in  
2 a manner that would lead a reasonable person to believe that the  
3 material or solicitation originated from, was endorsed by, is  
4 related to, or is the responsibility of the financial  
5 institution or its affiliates or subsidiaries.

6 (b) The commissioner may impose a civil penalty of up to  
7 \$10,000 for each violation of this section."

8 SECTION 3. New statutory material is underscored.

9 SECTION 4. This Act shall take effect upon its approval.

APPROVED this 30 day of APR, 2008



GOVERNOR OF THE STATE OF HAWAII

