



CHAPTER 75
ARTICLE 1 - GENERAL PROVISIONS

N.C.G.S. § 75-1.1.

Methods of competition, acts and practices regulated; legislative policy.

SOURCE General Statutes of North Carolina, as published by the General Assembly	LAST AMENDMENT IN THIS TEXT c. 747, ss. 1, 2 — second act in the lineage	RETRIEVED 21 September 2026, 03:35 UTC	SOURCE FINGERPRINT 49333202afd60c44c906dfb7 - 16a6131f37c411a3d0b121e8 - c412eb3549d3eff9
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§ 75-1.1(a) Unfair methods of competition in or affecting commerce, and unfair or deceptive acts or practices in or affecting commerce, are declared unlawful.

§ 75-1.1(b) For purposes of this section, "commerce" includes all business activities, however denominated, but does not include professional services rendered by a member of a learned profession.

§ 75-1.1(c) Nothing in this section shall apply to acts done by the publisher, owner, agent, or employee of a newspaper, periodical or radio or television station, or other advertising medium in the publication or dissemination of an advertisement, when the owner, agent or employee did not have knowledge of the false, misleading or deceptive character of the advertisement and when the newspaper, periodical or radio or television station, or other advertising medium did not have a direct financial interest in the sale or distribution of the advertised product or service.

§ 75-1.1(d) Any party claiming to be exempt from the provisions of this section shall have the burden of proof with respect to such claim.

BURDEN OF PROOF

END OF SECTION TEXT

APPARATUS FOLLOWS — DERIVED, NOT ENACTED

APPARATUS I
2 ACTS

Amendment lineage

The State prints this history as a single parenthetical at the foot of the section. It is reproduced verbatim in the colophon and unpacked below in order of enactment.

1969		1973	1977
TICK HEIGHT = ACTS IN THAT YEAR DASHED = RECODIFICATION, NOT AMENDMENT			
Nº	YEAR	ACT	CHARACTER
01	1969	c. 833	ENACTED
02	1977	c. 747, ss. 1, 2	AMENDED

APPARATUS III

Citation

FULL SECTION

N.C. Gen. Stat. § 75-1.1 (1977).

PINPOINT

N.C. Gen. Stat. § 75-1.1(a) (1977).

Pinpoint keys are set in the left margin of the text rather than line numbers: subsection designators are stable across editions and paper sizes, line numbers are not.

COLOPHON

Provenance

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HISTORY PARENTHETICAL, AS PRINTED BY THE STATE
(1969, c. 833; 1977, c. 747, ss. 1, 2.)

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