



## CHAPTER 75

## ARTICLE 1 - GENERAL PROVISIONS

## N.C.G.S. § 75-29.

# Unfair and deceptive trade names; use of term "wholesale" in advertising, etc.

| SOURCE                                                                   | LAST AMENDMENT IN THIS TEXT                       | RETRIEVED                    | SOURCE FINGERPRINT                                                     |
|--------------------------------------------------------------------------|---------------------------------------------------|------------------------------|------------------------------------------------------------------------|
| General Statutes of North Carolina, as published by the General Assembly | S.L. 2010-166, s. 3.1 — second act in the lineage | 21 September 2026, 04:44 UTC | d8e1ce2f067e8d2f70cd83fe - d65a4789f2c22cd10fc67410 - 72e5acd7c667aa87 |

**§ 75-29(a)**

No person, firm or corporation shall advertise the sale of its merchandise using the term "wholesale" with regard to its sale prices, except as such word may appear in the company or firm name, unless such advertised sale or sales is, or are, to a customer or customers having a certificate of resale issued pursuant to G.S. 105-164.28 and recorded as required by G.S. 105-164.25 or unless the wholesale price is established by an independent agency not engaged in the manufacture, distribution or sale of such merchandise.

No person, firm or corporation shall utilize in any commercial transaction a company or firm name which contains the word "wholesale" unless such person, firm or corporation is engaged principally in sales at wholesale as defined in G.S. 105-164.3. For the purposes of determining whether sales are made principally at wholesale or retail, all sales to employees of any such person, firm or corporation, all sales to organizations subject to refunds pursuant to G.S. 105-164.14 through G.S. 105-164.14B and all exempt sales pursuant to G.S. 105-164.13 shall be considered sales at wholesale. Sales of merchandise for delivery by the seller to the purchaser at a location other than the seller's place of business shall be considered sales at wholesale for the purposes of this section.

**§ 75-29(b)**

The violation of any provision of this section shall be considered an unfair trade practice, as prohibited by G.S. 75-1.1.

**§ 75-29(c)**

This section shall not apply to the sales of farm products, fertilizers, insecticides, pesticides or petroleum.

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.

| 1973                            |      | 1992                                   |           | 2010 |
|---------------------------------|------|----------------------------------------|-----------|------|
| TICK HEIGHT = ACTS IN THAT YEAR |      | DASHED = RECODIFICATION, NOT AMENDMENT |           |      |
| Nº                              | YEAR | ACT                                    | CHARACTER |      |
| 01                              | 1973 | c. 1392, ss. 1, 2                      | ENACTED   |      |
| 02                              | 2010 | S.L. 2010-166, s. 3.1                  | AMENDED   |      |

APPARATUS II  
7 AUTHORITIES

Authorities referenced

Every G.S. cross-reference appearing in the text of this section, in order of first appearance. Nothing is characterized; the operative language is quoted from the section itself.

| REFERENCE        | APPEARS IN | OPERATIVE LANGUAGE IN THIS SECTION             |
|------------------|------------|------------------------------------------------|
| G.S. 105-164.28  | (a)        | "certificate of resale issued pursuant to"     |
| G.S. 105-164.25  | (a)        | "105-164.28 and recorded as required by"       |
| G.S. 105-164.3   | (a)        | "sales at wholesale as defined in"             |
| G.S. 105-164.14  | (a)        | "organizations subject to refunds pursuant to" |
| G.S. 105-164.14B | (a)        | "refunds pursuant to G.S. 105-164.14 through"  |
| G.S. 105-164.13  | (a)        | "and all exempt sales pursuant to"             |
| G.S. 75-1.1      | (b)        | "unfair trade practice, as prohibited by"      |

## APPARATUS III

## Citation

## FULL SECTION

N.C. Gen. Stat. § 75-29 (2010).

## PINPOINT

N.C. Gen. Stat. § 75-29(a) (2010).

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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This is not the official text. The official text is published by the General Assembly of North Carolina.

HISTORY PARENTHETICAL, AS PRINTED BY THE STATE  
(1973, c. 1392, ss. 1, 2; 2010-166, s. 3.1.)

SET IN SPECTRAL AND ARCHIVO  
NORTH CAROLINA LAW — STATUTE EXPORT, FORMAT V1

