

**21 NCAC 22J .0105      DEFAMATION OF COMPETITORS**

It shall be unethical to defame competitors by falsely imputing to them dishonorable conduct, inability to perform contracts, or questioned credit standing or competency, or to falsely disparage the products of competitors in any respect.

*History Note:*      *Authority G.S. 93D-3(c);  
Eff. April 23, 1976;  
Amended Eff. May 1, 1989; May 1, 1988;  
Pursuant to G.S. 150B-21.3A, rule is necessary without substantive public interest Eff. September 6,  
2016.*