

**21 NCAC 22J .0108      USE OF TRADEMARKS**

It shall be unethical to imitate, copy, or otherwise simulate the trademarks, trade names, service marks, brands, or labels of competitors for the purpose of misleading or deceiving consumers.

*History Note:*      *Authority G.S. 93D-3(c); 93D-13(a);  
Eff. April 23, 1976;  
Amended Eff. May 1, 1988;  
Pursuant to G.S. 150B-21.3A, rule is necessary without substantive public interest Eff. September 6,  
2016.*