

State of Misconsin 2013 - 2014 LEGISLATURE



2013 ASSEMBLY BILL 391

September 26, 2013 – Introduced by Representatives Krug, Bies, A. Ott, Wachs, T. Larson, Loudenbeck, Vruwink and Sinicki, cosponsored by Senators Lassa and Lehman. Referred to Committee on Consumer Protection.

- 1 AN ACT to create 100.415 of the statutes; relating to: the display and sale of
- 2 novelty lighters and providing a penalty.

Analysis by the Legislative Reference Bureau

This bill prohibits the sale of novelty lighters to minors and prohibits the display for retail sale of novelty lighters in an area of a retail establishment that is accessible to the general public. Under the bill, "novelty lighter" means a device containing a combustible fuel intended for use in igniting cigarettes, cigars, or pipes, if any of the following applies: 1) the device is designed to resemble a cartoon character, toy, gun, watch, musical instrument, vehicle, animal, food, or beverage, unless the resemblance is solely the result of printing or decoration with a logo, label, decal, artwork, or a heat-shrinkable sleeve; or 2) the device plays musical notes, has flashing lights, or has other features that are appealing to or intended for use by juveniles, except that "novelty lighter" does not include a device manufactured before 1980 or a device intended for use in igniting a fire in a fireplace or wood stove or in a charcoal or gas grill. A person who violates the prohibitions in the bill is subject to a forfeiture of up to \$100.

For further information see the *state* fiscal estimate, which will be printed as an appendix to this bill.

The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

ASSEMBLY BILL 391

\$100.

Section 1. 100.415 of the statutes is created to read:
100.415 Novelty lighters; sale and display restricted. (1) (a) In this
section, subject to par. (b), "novelty lighter" means a device containing a combustible
fuel intended for use in igniting cigarettes, cigars, or pipes, if any of the following
applies:
1. The device is designed to resemble a cartoon character, toy, gun, watch,
musical instrument, vehicle, animal, food, or beverage, unless the resemblance is
solely the result of printing or decoration with a logo, label, decal, artwork, or a
heat-shrinkable sleeve.
2. The device plays musical notes, has flashing lights, or has other features that
appeal to or are intended for use by minors.
(b) "Novelty lighter" does not include a device manufactured before 1980 or a
device intended for use in igniting a fire in a fireplace or wood stove or in a charcoal
or gas grill.
(2) (a) No person may display a novelty lighter for retail sale in an area of a
retail establishment that is accessible to the general public.

(3) Any person who violates this section is subject to a forfeiture not to exceed

(END)

(b) No person may sell a novelty lighter to a minor.