

SIGNS ADVERTISING SEXUALLY ORIENTED BUSINESSES (EXCERPT)
Act 342 of 2010

***** 125.2833.new *THIS NEW SECTION IS EFFECTIVE MARCH 30, 2011* *****

125.2833.new Sign advertising sexually oriented business; prohibitions; limitations.

Sec. 3. (1) Beginning January 1, 2011, the owner or operator of any sexually oriented business shall not erect, construct, or maintain on the premises of that sexually oriented business a sign that advertises or identifies the sexually oriented business and is visible outdoors unless the sign meets the requirements of subsection (2).

(2) Subject to subsection (3), a sign authorized under subsection (1) shall display only words or numbers, or both. The words on the sign shall not describe or relate to a specified sexual activity or to human genitals, pubic area, buttocks, anus, anal cleft, or female breasts.

(3) A sign authorized under subsection (1) may display the sexually oriented business's or a credit card company's trademark if the trademark has been registered under the Lanham act, 15 USC 1051 to 1141n, or under 1969 PA 242, MCL 429.31 to 429.46.

History: 2010, Act 342, Eff. Mar. 30, 2011.