



Trade Descriptions Act 1968

1968 CHAPTER 29

Prohibition of false trade descriptions

3 False trade description.

- (1) A false trade description is a trade description which is false to a material degree.
- (2) A trade description which, though not false, is misleading, that is to say, likely to be taken for such an indication of any of the matters specified in section 2 of this Act as would be false to a material degree, shall be deemed to be a false trade description.
- (3) Anything which, though not a trade description, is likely to be taken for an indication of any of those matters and, as such an indication, would be false to a material degree, shall be deemed to be a false trade description.
- (4) A false indication, or anything likely to be taken as an indication which would be false, that any goods comply with a standard specified or recognised by any person or implied by the approval of any person shall be deemed to be a false trade description, if there is no such person or no standard so specified, recognised or implied.

Modifications etc. (not altering text)

C1 S. 3(1) amended (1.1.1975) by [Hallmarking Act 1973 \(c. 43\), s. 1\(4\)](#)

Changes to legislation:

There are currently no known outstanding effects for the Trade Descriptions Act 1968, Section 3.