



Trade Descriptions Act 1968

1968 CHAPTER 29

Misstatements other than false trade descriptions

11^{F1} **U.K.**

Textual Amendments

F1 S. 11 repealed by [Consumer Protection Act 1987](#) (c. 43, SIF 109:1), s. 48(3), [Sch. 5](#)

12 **False representations as to royal approval or award, etc.** **U.K.**

- (1) If any person, in the course of any trade or business, gives, by whatever means, any false indication, direct or indirect, that any goods or services supplied by him or any methods adopted by him are or are of a kind supplied to or approved by Her Majesty or any member of the Royal Family, he shall, subject to the provisions of this Act, be guilty of an offence.
- (2) If any person, in the course of any trade or business, uses, without the authority of Her Majesty, any device or emblem signifying the Queen's Award to Industry or anything so nearly resembling such a device or emblem as to be likely to deceive, he shall, subject to the provisions of this Act, be guilty of an offence.
- [^{F2}(3) A person shall not be guilty of an offence under subsection (1) or (2) by reason of doing anything that is a commercial practice unless the commercial practice is unfair. In this subsection "commercial practice" and "unfair" have the same meaning as in the Consumer Protection from Unfair Trading Regulations 2008.^{F2}]

Textual Amendments

F2 S. 12(3) added (26.5.2008) by The Consumer Protection from [Unfair Trading Regulations 2008](#) (S.I. 2008/1277), reg. 30(1), [Sch. 2 para. 10](#) (with savings in [reg. 28\(2\)\(3\)](#))

Changes to legislation: There are currently no known outstanding effects for the Trade Descriptions Act 1968, Cross Heading: Misstatements other than false trade descriptions. (See end of Document for details)

13 False representations as to supply of goods or services. U.K.

F3

Textual Amendments
F3 Ss. 13-15 repealed (26.5.2008) by The Consumer Protection for Unfair Trading Regulations 2008 (S.I. 2008/1277), reg. 30(1)(3), Sch. 2 para. 8(e), Sch. 4 Pt. 1 (with savings in reg. 28(2)(3))

14 False or misleading statements as to services etc. U.K.

F4

Textual Amendments
F4 Ss. 13-15 repealed (26.5.2008) by The Consumer Protection for Unfair Trading Regulations 2008 (S.I. 2008/1277), reg. 30(1)(3), Sch. 2 para. 8(e), Sch. 4 Pt. 1 (with savings in reg. 28(2)(3))

15 Orders defining terms for purposes of section 14. U.K.

F5

Textual Amendments
F5 Ss. 13-15 repealed (26.5.2008) by The Consumer Protection for Unfair Trading Regulations 2008 (S.I. 2008/1277), reg. 30(1)(3), Sch. 2 para. 8(e), Sch. 4 Pt. 1 (with savings in reg. 28(2)(3))

Changes to legislation:

There are currently no known outstanding effects for the Trade Descriptions Act 1968, Cross Heading: Misstatements other than false trade descriptions.