

Table 2 Examples of Types of False or Misleading Representation or Symbol Cases

	Types of Conducts
1	A representation or symbol causes people to wrongly assume the enterprise is the (sole) agent, (sole) distributor, branch, maintenance center, or service station of another enterprise, or so forth, and so has certain qualifications, credibility, or other qualities sufficient to persuade trading counterparts to do business with it.
2	A representation or symbol causes people to wrongly assume that a government agency or non-profit organization is a sponsor or co-sponsor or that it is related to a government agency or non-profit organization.
3	A representation or symbol causes people to wrongly assume that a name of another enterprise or brand name of a good has changed.
4	A representation or symbol exaggerates the scale of business operations, the time of founding, or duration of existence of an enterprise or brand of goods (services), where the discrepancy is excessive.
5	A representation or symbol falsely claims the technological cooperator, or the licensee, of another person.
6	A representation or symbol causes people to wrongly assume an enterprise has been awarded a certain prize, to enhance the status of its goods (or services).
7	A representation or symbol causes people to wrongly assume an enterprise has been licensed patent or trademark or other intellectual property rights.
8	A representation or symbol causes people to wrongly assume an enterprise is the sole vendor of specific goods (or services).
9	A representation or symbol causes people to wrongly assume an enterprise's goods (or services) are covered by liability insurance.
10	A representation or symbol of list price differs for an extended period from actual selling price, where the discrepancy is excessive.
11	Price is labeled long-term as "discounted," or a similar pretense, where the marked price is actually the original price.
12	Minimum prices or favorable price are represented, where there are no, or too few, goods (or services) available at the minimum price or favorable price, and where such circumstances would be unacceptable for the general or relevant public.
13	A representation or symbol causes people to wrongly assume that the goods (or services) claimed can be obtained upon payment of a certain price.
14	A representation or symbol contains specific numbers inconsistent with the actual numbers, where the degree of discrepancy exceeds the acceptable level for the general or relevant public.

15	A representation or symbol claims to provide service items or grades inconsistent with those actually provided, where the degree of discrepancy exceeds the acceptable level for the general or relevant public.
16	A representation or symbol claims goods (or services) of a certain quality, where the degree of discrepancy exceeds the acceptable level for the general or relevant public.
17	A representation or symbol causes people to wrongly assume goods (or services) have been awarded certification or approval by a government agency or a professional organization.
18	A representation or symbol cites the content of an official document, causing people to wrongly assume the quality of the goods (or services).
19	A representation or symbol causes people to mistake the identity of the actual presenter or author of publications or persons involved in the work of preparing them.
20	A representation or symbol causes people to wrongly assume goods are of specific functions, where the degree of discrepancy exceeds the acceptable level for the general or relevant public.
21	A representation or symbol fails to clearly indicate the conditions, burdens, expiry, or other restrictions that actually apply.
22	A representation or symbol describes collectively goods (or services) having different qualifications, natures, or qualities, causing people to wrongly assume that the goods (or services) mentioned all possess the same qualifications, natures, or qualities.
23	Labeling/indications representing or symbolizing a place (country) of origin of a product cause people to wrongly assume it was produced or manufactured in such place (country) of origin; provided, this shall not apply where the name of the place of origin is already in general use as a description of such products.
24	A representation or symbol provided by an enterprise engaged in the marketing of investment products or services which causes people to wrongly assume its franchisees or distributors earn high incomes.
25	A representation or symbol claims the effect of a product (or service) without any scientific theory or experimental basis.
26	A representation or symbol of a rate of interest/yield is inconsistent with rates of interest/yield in actual transactions, where the degree of discrepancy exceeds the acceptable level for a typical trading counterpart.
27	A representation or symbol causes people to wrongly identify the producer or supplier of the goods (or services).
28	A representation or symbol causes people to wrongly assume that the government will hold examinations for specific credentials, examinations for the selection of public servants, or certification tests for specific professions.
29	Advertisements that use the descriptive terms of superlative, such as "No.

	1", "Champion", "the maximum", or "the biggest", without sales numbers or surveys to support them, or pointing out the source in the advertisements.
30	A representation or symbol that does not disclose the trading risks, or the method of the disclosure causes people to wrongly assume that the provisions of such goods (services) are legal.
31	A representation or symbol, in which the description of the rules of participation in a gift-give-away (or a prize or a sweepstakes) event, is inconsistent with the actual event; or, its conditions, burdens or other limitations are not clearly indicated.
32	A representation or symbol claiming probabilities or the nature of prizes and awards (including goods and services) won by chance, that is inconsistent with those actually provided, where payments are required and the degree of discrepancy exceeds the acceptable level for the general or relevant public.