
By: Daniel Pace
Attorney at Law
Pace Law Offices
101 East 9th Avenue, Suite 7A
Anchorage, AK 99501
(907) 222-4003
www.PaceLawOffices.com
Scope of Today’s Presentation

- Overview Alaska’s Unfair Trade Practices and Consumer Protection Act (UTPA)
  - Its scope and applicability
  - Elements of a prima facie case
  - Damages
  - Attorney’s fees

- Auto Dealer Practices

- Alaska’s Lemon Law
  - Motor vehicles
  - Recreational vehicles

- Bonus Consumer Protection Material
The UTPA is Broad in Scope and Liability

- The UTPA broadly prohibits “unfair methods of competition” and “unfair or deceptive acts or practices.”

- There are currently 57 specific practices identified in AS 45.50.471(b) that are *per se* violations of the UTPA.

- The list contained within AS 45.50.471(b) is non-exhaustive.

- Any unfair or deceptive act or practice can be a violation of the UTPA regardless of whether it appears in a specific subsection of AS 45.50.471(b).

- Liability for UTPA claims may extend to agents, employees, officers, directors, and owners. *Borgen v. A&M Motors, Inc.*, 273 P.3d 575, 593 (Alaska 2012); Alaska Civil Pattern Jury Instructions 10.04, 10.05 (citing *Walker v. FDIC*, 970 F.2d 114 (5th Cir. 1992); *FTC v. Publishing Clearinghouse, Inc.*, 104 F. 3d 1168, 1170-71 (9th Cir 1997)).
What UTPA Does Not Cover

• The UTPA not apply to real estate transactions including sales, mortgages, leases, and foreclosures.

• The UTPA not apply to personal injury claims.
  • *Donahue v. Legends, Inc.*, 331 P.3d 342 (2014) (rejecting plaintiff’s claim that defendant violated the UTPA for misrepresenting in its advertisements that its rock wall gym was safe).
Elements of a Prima Facie UTPA Claim

- (1) The defendant engaged in an unfair or deceptive act or practice;
  - Can either be a specific provision in AS 45.50.471(b); or
  - Plaintiff can make an argument that defendant was engaged in an unfair or deceptive act or practice.
- (2) The act or practice occurred in the conduct of trade or commerce; and
- (3) The plaintiff suffered an ascertainable loss of money or property as a result of the deceptive or unfair act or practice.
Specific Violations of the UTPA

The Non-Exhaustive List Contained in AS 45.50.471(b):

• (1) fraudulently conveying or transferring goods or services by representing them to be those of another;

• (2) falsely representing or designating the geographic origin of goods or services;

• (3) causing a likelihood of confusion or misunderstanding as to the source, sponsorship, or approval, or another person's affiliation, connection, or association with or certification of goods or services;

• (11) engaging in any other conduct creating a likelihood of confusion or of misunderstanding and which misleads, deceives, or damages a buyer or a competitor in connection with the sale or advertisement of goods or services.

• (12) using or employing deception, fraud, false pretense, false promise, misrepresentation, or knowingly concealing, suppressing, or omitting a material fact with intent that others rely upon the concealment, suppression, or omission in connection with the sale or advertisement of goods or services whether or not a person has in fact been misled, deceived or damaged:
  • Even innocent misrepresentations are a violation of the UTPA. *Borgen v. A&M Motors, Inc.*, 273 P.3d 575, 591 (Alaska 2012).
Unfair or Deceptive Act or Practice Defined

• Deceptive Act or Practice:
  • An act or practice is deceptive if the act or practice is “capable of being interpreted in a misleading way.” *Borgen v. A&M Motors*, 273 P.3d 575, 590 (Alaska 2012) (citing *State v. O’Neill Investigations, Inc.*, 609 P.2d 520, 535 (Alaska 1980)).
  • The plaintiff is not required to show that the defendant intended to deceive anyone. *Id* at 591.

• Unfair Act or Practice Factors:
  • (1) whether the practice offends public policy, as it decided by society to be unfair through established law or otherwise;
  • (2) “whether it is immoral, unethical, oppressive, or unscrupulous;” or
  • (3) “whether it causes substantial injury to consumers (or competitors or other businessmen).” *Id* at 590.
Trade or Commerce Defined

• There is no Alaska Supreme Court decision defining the meaning of “trade and commerce.”

• But the pattern jury instruction are instructive:
  • “Trade or commerce means the advertising, offering for sale, selling, renting, leasing, or distributing any services, property, or another thing of value.”
  • Alaska Civil Pattern Jury Instructions 10.02 (citing Ill Rev. Stat. Ch. 815, para. 505/1(f) (1993); Conn. Gen. Stat § 42-110a(4)).
Ascertainable Loss of Money or Property

- The Alaska Supreme Court in dicta has previously equated “ascertainable loss of money or property” language in the statute to be “monetary losses”.

- But the drafters of pattern jury instruction believe this definition would be expanded more broadly to include:
  - Whether the plaintiff “received something other than what he/she bargained for.”
Damages under the UTPA

• The UTPA provides a private right of action pursuant to AS 45.50.531 for:
  • injunctive relief;
  • treble damages or $500, whichever is greater, for each unlawful act or practice;
  • remedies provided by the common law;
  • any other relief the court considers necessary and proper. AS 45.50.531.

• Full reasonable attorney’s fees. AS 45.50.537.
UPTA Provisions Are Not Waivable

- Parties cannot enter into a contract waiving the provisions of the UTPA.
- Pursuant to AS 45.50.542, a waiver of the provisions of AS 45.50.471-45.50.561 is “contrary to public policy and unenforceable and void.”
Auto Dealer Practices Act

- Auto dealer practices are regulated by the AS 45.25.400-45.25.590.

- A violation of any one of the above provisions is a specific violation of the UTPA. AS 45.50.471(b)(43).
Regulated Auto Dealer Practices

- Auto dealers are prohibited from using certain terms in their advertising and such advertising cannot be deceptive. AS 45.25.400.

- The dealer’s advertised price must include all dealer fees and costs, except those actually paid to a government agency. AS 45.25.440.

- Before the sale, the dealer must disclose where the vehicle was obtained by the dealer from (private party, wholesaler, auction). AS 45.25.465.
  - If from a private party, the dealer must make a reasonable inquiry of the seller into the condition of the vehicle, including accident and repair history of the vehicle, and provide this information to the prospective purchaser in writing.

- Alaska Law does NOT require a dealer return a vehicle (sometimes referred to a cooling-off period) when the sale is otherwise lawful.
Alaska’s Lemon Law

- Alaska’s Motor Vehicle Warranties Act, AS 45.45.300-360.
  - Only applies to new vehicles purchased from a dealer.
  - The vehicle must have four or more wheels, be propelled by a motor, and required to be registered.
  - Must be normally used for personal, family, or household use.
  - It does apply to tractors, farm vehicles, or a vehicle designed primarily for off-road use.

- Alaska’s Marine Products and Recreational Products Act, AS 45.27.190-220.
  - Only applies to a new “marine” or “motorized recreational” products.
    - Includes boats, outboard marine gasoline motors, all terrain vehicles, snow machines.
    - Does NOT include watercraft designed for self-propulsion.
Statutory Requirements For Lemon Law Claims

• **Requires there be a defect(s) that:**
  - the dealer/servicing agent is unable to repair;
  - the defect must be one that is covered by the warranty; and
  - it must arise within one year of purchase or within the warranty period, whichever occurs first.

• **A presumption arises that the defect(s) is unable to be repaired if:**
  - the same defect is subject to three or more repairs; or
  - the vehicle is out of repair for 30 or more days for one or multiple repairs.

• Within 60 days of the above timeline, consumer must provide written notice to the manufacture and its dealer/repairing agent.

• Manufacture gets an additional 30 days for one final attempt to repair.

• Consumer has the right to receive a new comparable vehicle or a full refund.

• No attorney’s fees provision, unless manufacture fails to issue a refund because then it is UTPA claim.

2/12/2016
Bonus Consumer Protection Material

- **Automobile Repair Act, AS 45.45.130-240**
  - If the shop gives the customer a repair order and the authorized repairs exceed the cost of the estimate, the shop must receive authorization the customer’s authorization prior to proceeding.
  - If the shop determines that additional repairs are needed than those previously authorized, the shop shall obtain the consumer’s authorization prior to undertaking those repairs.
  - The shop may not misrepresent the costs of repairs, terms or conditions of the warranty agreement, that repairs have been made, or that repairs are necessary.

- **Maximum Interest Rates, AS 45.45.010-070**
  - Interest in contracts or loan commitments are capped:
    - 10.5% if principle of loan exceeds $25,000.
    - 5% points above annual rate charged member banks for advances by 12th Federal Reserve District (currently 1%), if $25,000 or under.
  - Penalties for violation:
    - double the amount of interest received or collected;
    - forfeiture of entire interest; and
    - attorney’s fees.
Thank you

By: Daniel Pace
Attorney at Law
Pace Law Offices
101 East 9th Avenue, Suite 7A
Anchorage, AK 99501
(907) 222-4003
www.PaceLawOffices.com