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H.512

~~SHORT FORM~~

Introduced by Representatives Harrison of Chittenden, Bosch of Clarendon,
Canfield of Fair Haven, Howard of Rutland City, Howland of
Rutland Town, Keyser of Rutland City, Maguire of Rutland
City, Malay of Pittsford, McCoy of Poultney, Pinsonault of
Dorset, Pritchard of Pawlet, and Winter of Ludlow

Referred to Committee on

Date:

Subject: Commerce and trade; consumer protection; musical performances

Statement of purpose of bill as introduced: This bill proposes to enhance
consumer protection in the event ticketing market by regulating the resale of
tickets through improved transparency and the prevention of predatory and
deceptive practices. The bill proposes to require entities that resell or facilitate
the resale of tickets to guarantee to each purchaser a full refund under certain
circumstances; to provide clear, itemized price details, including taxes and
fees; to prohibit selling tickets that a reseller does not own or have under
contract, unless the reseller provides notice to the purchaser in a clear and
conspicuous manner; and to prohibit the use of ticket purchasing software or
other methods to bypass online sales limits or other security measures. The
bill also proposes to require annual licensing for ticket resellers, require those

1 resellers to maintain a minimum surety bond to cover consumer losses, and
2 require the maintenance of certain records regarding resale transactions.
3 Finally, the bill proposes to provide enforcement authority with the Office of
4 the Attorney General and authorizes the Attorney General to conduct audits for
5 compliance, to issue administrative penalties, and to revoke or suspend a
6 reseller's license under appropriate circumstances. Violations shall constitute
7 an unfair and deceptive act in commerce in violation of 9 V.S.A. § 2453.

8 An act relating to the regulation of the event ticketing market

9 It is hereby enacted by the General Assembly of the State of Vermont:

10 ~~(TEXT OMITTED IN SHORT FORM BILLS)~~

Sec. 1. 9 V.S.A. chapter 63, subchapter 2B is added to read:

Subchapter 2B. Event Tickets

§ 2479f. RESALE OF EVENT TICKETS

(a) Definitions. As used in this section:

(1) "Price" means the total amount paid or to be paid for a ticket, including all taxes, fees, and charges. Price does not include actual shipping costs.

(2) “Resale” means the second or subsequent sale of a ticket by any method, including in-person transactions, telephone, mail, email, facsimile, or electronic means through websites or mobile phone applications.

(3) “Reseller” means a person engaged in the resale of tickets.

(4) “Secondary ticket exchange” means an electronic marketplace enabling the sale, purchase, and resale of tickets.

(5) “Speculative ticket” means a ticket not in the actual or constructive possession of the reseller at the time of listing, sale, or advertisement. This includes tickets not owned by the reseller or under contract to be transferred to the reseller at the time of sale.

(6) “Ticket” means any form of physical, electronic, or other evidence that grants the possessor of the evidence license to enter a place of entertainment for one or more events at a specified date and time.

(7) “Ticket issuer” means a person or entity that issues tickets for initial sale, including musicians, venues, promoters, theater companies, marketplaces for initial purchases, or their agents.

(b) Notice requirement.

(1) A person operating a secondary ticket exchange shall provide a statement in a clear and conspicuous manner informing any customer:

(A) whether the customer is purchasing the ticket from a ticket issuer or a reseller as the case may be; and

(B) that the resale price of the ticket is limited by subsection (c) of this section.

(2) If a secondary ticket exchange provides information about the number or percentage of available tickets for a given event, the information shall not mislead customers about the availability of tickets on that platform or on other platforms.

(c) Price cap on the resale of event tickets.

(1) A ticket reseller shall not sell or offer for sale a ticket at a price greater than 110 percent of the price of an original ticket.

(2) A secondary ticket exchange shall not authorize for resale on the exchange a ticket for a price at greater than 110 percent of the price of an original ticket.

(3) This subsection shall not apply to the resale of a ticket if the reseller has a written contract with the ticket issuer for the resale of tickets at a price greater than 110 percent of the price of the original ticket.

(d) Ban on deceptive URLs and improper use of intellectual property. It shall be unlawful for a secondary ticket exchange, reseller, or the operator of any website purporting to sell or offer for sale event tickets that links or redirects to a secondary ticket exchange or reseller to:

(1) use deceptive website addresses or imply endorsement or ownership of any intellectual property of the venue or artist without explicit written authorization of the venue or artist; or

(2) state or imply that the secondary ticket exchange, reseller, or website is affiliated with or endorsed by a venue, team, or artist, including by using words such as “official” in promotional materials, social media promotions, search engine optimization, paid advertising, URLs, or search engine monetization, unless the secondary ticket exchange, reseller, or website has the express written consent of the venue, team, or artist.

(e) Prohibition on speculative ticket sales. A reseller shall not sell or offer for sale speculative tickets.

(f) Violations. A person that violates a provision of this section commits an unfair and deceptive act in commerce in violation of section 2453 of this title.

Sec. 2. EFFECTIVE DATE

This act shall take effect on July 1, 2026.