

1 H.512

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

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

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

5 Subchapter 2B. Event Tickets

6 § 2479f. RESALE OF EVENT TICKETS

7 (a) Definitions. As used in this section:

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

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

14 (3) "Reseller" means a person engaged in the resale of tickets.

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

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

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

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

7 (b) Notice requirement.

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

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

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

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

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

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

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

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

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

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

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

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

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

4 Sec. 2. EFFECTIVE DATE

5 This act shall take effect on July 1, 2026.