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IDAPA 39  
TITLE 02  
CHAPTER 06

**39.02.06 - VEHICLE DEALERSHIP'S TRADE NAMES**

**000. LEGAL AUTHORITY.**

This rule is adopted under the authority of Section 49-1602, Idaho Code. (12-26-90)

**001. TITLE AND SCOPE.**

This rule establishes minimum standards for approval of vehicle dealership applications based upon trade names. (12-26-90)

**002. -- 099. (RESERVED)**

**100. GENERAL PROVISIONS.**

**01. Dealership Name Similar.** The Department may reject a proposed dealership license application if the trade name shown on the application is the same or deceptively similar to that of any other dealership lawfully licensed and doing business in Idaho. (12-26-90)

**02. Maintain Current Trade Name.** Any vehicle dealership licensed prior to January 1, 1989, will maintain its trade name, unless the license is rescinded, canceled or delivered to the Department after January 31 of any succeeding calendar year. (12-26-90)

**03. Same Name Re-Used.** When an existing dealership license is cancelled or allowed to lapse, a new dealership application with a same or similar trade name may be approved by the Department. (12-26-90)

**101. -- 999. (RESERVED)**

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TRADEMARK