

LAW OF THE REPUBLIC OF BELARUS
July 10, 2015 No. 285-3

**ON THE INTRODUCTION OF CHANGES AND AMENDMENTS TO THE LAW OF THE REPUBLIC OF
BELARUS "ON ADVERTISING"**

Adopted by the House of Representatives on June 11, 2015
Approved by the Council of the Republic on June 23, 2015

Article 1. To introduce to the [Law](#) of the Republic of Belarus of May 10, 2007 "On Advertising" (National Register of Legal Acts of the Republic of Belarus, 2007, No. 119, 2/1321; 2008, No. 196, 2/1525/ 2009, No. 276, 2/1607; National Legal Internet Portal of the Republic of Belarus, 01/09/2013, 2/2013; 04/26/2014, 2/2130) the following changes and amendments:

1. In [paragraph 6 of article 2](#) to replace the words "individualization of organizations or citizens" with the words "individualization of participants in civil commerce."

2. In [article 10](#):

to set forth [paragraph 3](#) as follows:

"3. Advertising containing the product name, organization name, last name, first name, patronymic (if any) (hereinafter, unless otherwise stipulated by this Law, - first name) of the citizen, trademark or service mark, product image or its consumer packaging, identical or confusingly similar to the name of alcoholic beverages, a trademark used to designate the names of alcoholic beverages or image of alcoholic beverages, or their consumer packaging (hereinafter - advertising similar to the advertising of alcoholic beverages) is not allowed in places where, in accordance with this Law and acts of the President of the Republic of Belarus, the placement (distribution) of advertisement of alcoholic beverages is prohibited, as well as during the organization and conduct of cultural, educational, sports and other humanitarian activities, except in cases specified in parts three and four of this paragraph.

Advertising containing the product name, company name, name of the citizen, trademark or service mark, product image or its consumer packaging, identical or confusingly similar to the name of tobacco products, the trademark used to designate the names of tobacco products or images of tobacco products or their consumer packaging (hereinafter - advertising similar to the advertising of tobacco products) is not permitted, except in cases specified in parts three and four of this paragraph.

Advertising, similar to the advertising of alcoholic beverages, advertising similar to the advertising of tobacco products is allowed, if it represents information about the organization, citizen, production site, shopping facilities and other service facilities and is placed (distributed) on a sign or post or presented in the form of interview about the activities of an organization or citizen.

An image of the product or its consumer packaging, identical or similar to the point of confusion with the image of alcoholic beverages, tobacco products or their consumer packaging, is permitted in social advertising.

In advertising of tools for individualization of other goods, of participants in civil commerce all the restrictions apply that are set by the legislative acts on advertising of such goods, unless otherwise established by part six of this paragraph.

The prohibitions established by legislative acts in relation to advertising of a product, except for the advertisement of alcoholic beverages and tobacco products, do not apply to advertising of tools for individualization of participants in civil commerce, of goods, if the tool is also used to refer to another product which is not prohibited for advertising, organization and if the advertising contains a reference to this product, organization. At the same time, this reference is placed in a font, the size of which shall not be less than the font size used for specifying the tool for

individualization of a participant in civil commerce, of goods, and should be placed (distributed) in advertisements on television and media advertising during the time of advertising and should be voiced in advertising on radio. ";

[part one of paragraph 5](#) is to be amended with the words," with the exception of a legal entity as recognized by such law";

in [subparagraph three of paragraph 8](#) replace the words "statistical reporting or balance sheet, the accuracy of which is confirmed by an audit organization (auditor - independent entrepreneur)" with the words " accounting (financial) statements, the accuracy of which is confirmed by an audit organization (auditor, carrying out activity as an individual entrepreneur)" ;

In [subparagraph two of paragraph 9](#) to replace the words "last names, first names and patronymics (hereinafter-name)" with the word "names."

3. In [paragraph 2 of article 13](#) and [paragraph 2 of article 14](#) to replace the words "or citizen practicing law, conducting private notary activities" with the words "notary, lawyer or citizen carrying out such."

4. In [article 17](#):

In [subparagraph ten of paragraph 1](#) to replace the words "packages (packaging) with the word "packaging";

In [paragraph 5](#) to replace the words "and trade marks" with the words "alcoholic beverages and trade marks used for designation".

5. From [subparagraph four of part 1 of paragraph 1 of article 18](#) to delete the word "trade".

6. In [subparagraph two of paragraph 2 of article 21-1](#) to replace the words "last name, first name, patronymic (if any)" with the word "name."

7. [Subparagraph four of paragraph 2 of article 26](#) to set forth as follows:

"information disseminated on volumes of production and/or sale of an advertised goods or other as well as quantitative parameters of the demand for such goods;".

8. [Part one of paragraph 1 of article 27](#) is to be amended with the words," with the exception of a legal entity as recognized by such law";

Article 2 entered into force after official publication ([paragraph three of article 3](#) of this document).

Article 2. The Council of Ministers of the Republic of Belarus must within three months: ensure that the regulatory legal acts are brought into conformity with this Law; take other measures aimed at the implementation of the provisions of this Law.

Article 3 entered into force after official publication.

Article 3. This Law enters into force as follows:

[Article 1](#) - within three months after official publication of this Law;
other provisions - after official publication of this Law.