**Section 65.70 Brand or Firm Name**

No person except a bona fide producer as defined in the Act shall use a component of a brand name or company name any word or words which carry the connotation that he is in fact a producer or owns or operates facilities for that purpose. With the exception, that brand names carrying such connotations in use prior to November 1, 1975 shall be permitted to continue in use.

(Source: Rules and Regulations relating to the Illinois Egg and Egg Products Act, filed March 2, 1976, effective March 12, 1976)