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This is an anti-competitive law that only serves ticket scalpers and huge businesses. There is no reason why the government needs to mandate small venues' ability to sell non-transferrable tickets. There is no clamor from the public for this.

When I as a consumer elect to attend a concert I can choose a transferrable ticket or go to a box office and get a paper ticket. That is my choice. If I think I am not sure I will be able to attend, I may not buy a non-transferrable ticket. Again, my choice. A venue too has the choice to sell e-tickets or paper tickets, transferrable or not. We do not need to make a law about this, especially a law that will give scalpers more control while venues and customers get less.