SLS 20RS-139 **ORIGINAL**

2020 Regular Session

SENATE BILL NO. 443

BY SENATOR WARD

ADVERTISING. Prohibits certain advertising costs from being passed on to clients or customers. (8/1/20)

AN ACT

To enact R.S. 51:1429, relative to advertisements for certain professional services; to provide relative to advertising expenses; to provide relative to unfair trade practices; to provide for penalties; to provide for certain terms and procedures; and to provide for related matters.

Be it enacted by the Legislature of Louisiana:

Section 1. R.S. 51:1429 is hereby enacted to read as follows:

§1429. Unfair or deceptive trade practice or act; certain advertisements; prohibited expenses

A. It shall be unlawful for any person who advertises legal or insurance services to bill to a client or customer any expenses associated with the advertisement.

B. Any violation of this Section shall be a deceptive and unfair trade practice pursuant to R.S. 51:1405 and shall subject the violator to any and all actions and penalties provided for in this Chapter.

C. The penalties provided in the Section shall be in addition to and do not preclude any other penalty provided by law.

Coding: Words which are ~~struck through~~ are deletions from existing law; words in **boldface type and underscored** are additions.

The original instrument and the following digest, which constitutes no part of the legislative instrument, were prepared by Michelle Ridge.

DIGEST

SB 443 Original 2020 Regular Session Ward

Present law provides relative to the Unfair Trade Practices and Consumer Protection Law.

Present law provides that unfair methods of competition and unfair or deceptive acts or practices in the conduct of any trade or commerce are unlawful.

Proposed law prohibits expenses for legal or insurance advertisements from being billed to clients or customers and a violation of this prohibition shall be a deceptive and unfair trade practice pursuant to present law.

Proposed law provides that in addition to penalties prescribed in the Unfair Trade Practices and Consumer Protection Law, a violator of proposed law shall be subject to any other penalty provided by law.

Effective August 1, 2020.

(Adds R.S. 51:1429)

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