

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)

1 AN ACT  
2 To enact R.S. 51:1429, relative to advertisements for certain professional services; to  
3 provide relative to advertising expenses; to provide relative to unfair trade practices;  
4 to provide for penalties; to provide for certain terms and procedures; and to provide  
5 for related matters.  
6 Be it enacted by the Legislature of Louisiana:  
7 Section 1. R.S. 51:1429 is hereby enacted to read as follows:  
8 **§1429. Unfair or deceptive trade practice or act; certain advertisements;**  
9 **prohibited expenses**  
10 **A. It shall be unlawful for any person who advertises legal or insurance**  
11 **services to bill to a client or customer any expenses associated with the**  
12 **advertisement.**  
13 **B. Any violation of this Section shall be a deceptive and unfair trade**  
14 **practice pursuant to R.S. 51:1405 and shall subject the violator to any and all**  
15 **actions and penalties provided for in this Chapter.**  
16 **C. The penalties provided in the Section shall be in addition to and do**  
17 **not preclude any other penalty provided by law.**

