

RÉSUMÉ DIGEST

ACT 269 (HB 64)

2021 Regular Session

Echols

Existing law prohibits solicitations by nongovernmental entities for the purchase of or payment for products or services that have a misleading appearance of a La. state government connection, approval, or endorsement and provides for civil penalties.

New law prohibits solicitations by nongovernmental entities to businesses registered with the secretary of state, for the purchase of or payment for products or services, which are in the form of or could reasonably be interpreted as being a bill, invoice, or statement of account from the secretary of state or requiring payment or additional action to remain in good standing as a business registered with the secretary of state.

New law prohibits solicitations by individuals or entities to La. residents for the purchase of a warranty, sent via USPS, an expedited shipping service, or any electronic means, which use phrases like "final notice", "immediate response requested", or "official notification", except when the solicitor has an existing business relationship with the La. resident.

New law provides that violations of new law constitute an unfair method of competition and an unfair or deceptive act or practice as provided for in existing law and makes violations of new law subject to the enforcement provisions of the Unfair Trade Practices and Consumer Protection Law in existing law.

Effective August 1, 2021.

(Adds R.S. 51:391(A)(3) and 392)