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The original instrument and the following digest, which constitutes no part of the legislative instrument, were prepared by Senate Legislative Services. The keyword, summary, and digest do not constitute part of the law or proof or indicia of legislative intent. [R.S. 1:13(B) and 24:177(E)]

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SB 486 Original

DIGEST  
2026 Regular Session

Luneau

Present law provides for regulation of attorney advertising and prohibits certain misleading or deceptive communications, including the use of nicknames, monikers, mottos, or trade names that imply an ability to obtain results, and advertisements that promise results.

Proposed law retains present law and prohibits any advertisement for legal services through unsolicited direct, live, or real-time telephone communication, including but not limited to a phone bank, call center, or an automated dialing system when a significant motive for the communication is pecuniary gain.

Effective August 1, 2026.

(Adds R.S. 37:223(E)(3))