

SUPREME COURT OF LOUISIANA

ORDER

Acting in accordance with Article V, Sections 1 and 5 of the Louisiana Constitution of 1974, and the inherent power of this Court, and considering the need to amend the Order of this Court dated June 26, 2008, and considering the judgment dated January 31, 2011 rendered by the United States Fifth Circuit Court of Appeals in the action entitled *Public Citizen, Inc., et al. v. Louisiana Attorney Disciplinary Board, et al.*;

IT IS HEREBY ORDERED, ADJUDGED AND DECREED THAT:

1. The enforcement of Rule 7.2(c)(1)(D) and Rule 7.2(c)(1)(J) of the Article XVI, Rule 7 series of the Articles of Incorporation of the Louisiana State Bar Association be and are hereby suspended until further notice.

2. Rule 7.2(c)(10) of the Article XVI, Rule 7 series of the Articles of Incorporation of the Louisiana State Bar Association be and is hereby deleted in its entirety and replaced with the following:

(10) **Appearance of Required Statements, Disclosures and Disclaimers.** Any words or statements required by these Rules to appear in an advertisement or unsolicited written communication must be clearly legible if written or intelligible if spoken aloud.

All disclosures and disclaimers required by these Rules shall be clear, conspicuous and clearly associated with the item requiring disclosure or disclaimer. Written disclosures and disclaimers shall

be clearly legible and, if televised or displayed electronically, shall be displayed for a sufficient time to enable the viewer to easily see and read the disclosure or disclaimer. Spoken disclosures and disclaimers shall be plainly audible and clearly intelligible.

This rule change shall become effective upon execution, and shall remain in full force and effect thereafter, until amended or changed through future Orders of this Court.

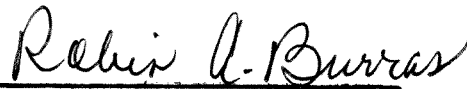
New Orleans, Louisiana, this 27<sup>th</sup> day of April, 2011.

FOR THE COURT:



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Catherine D. Kimball, Chief Justice

**SUPREME COURT OF LOUISIANA  
A TRUE COPY**



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**Robin A. Burras  
Deputy Clerk of Court**