

(4) (I) "TRADE NAME" MEANS THE INDIVIDUAL NAME OF A LICENSED REAL ESTATE SALESPERSON OR LICENSED ASSOCIATE REAL ESTATE BROKER OTHER THAN THE LICENSED REAL ESTATE SALESPERSON'S OR LICENSED ASSOCIATE REAL ESTATE BROKER'S FULL LEGAL NAME.

(II) "TRADE NAME" INCLUDES A FIRST NAME, NICKNAME, OR LAST NAME ~~OR THE NAME OF A JOINT VENTURE, PARTNERSHIP, CORPORATION, OR LIMITED LIABILITY COMPANY.~~

(B) A LICENSED REAL ESTATE SALESPERSON OR LICENSED ASSOCIATE REAL ESTATE BROKER MAY NOT ADVERTISE UNLESS:

(1) THE NAME OR TRADE NAME OF THE LICENSED REAL ESTATE SALESPERSON OR LICENSED ASSOCIATE REAL ESTATE BROKER, AS THE NAME OR TRADE NAME APPEARS ON THE LICENSE CERTIFICATE AND POCKET CARD ISSUED BY THE COMMISSION, IS MEANINGFULLY AND CONSPICUOUSLY INCLUDED IN THE ADVERTISEMENT; AND

(2) THE NAME OF THE BUSINESS WITH WHICH THE LICENSED REAL ESTATE SALESPERSON OR LICENSED ASSOCIATE REAL ESTATE BROKER IS AFFILIATED IS:

(I) IS MEANINGFULLY AND CONSPICUOUSLY INCLUDED IN THE ADVERTISEMENT;

(II) ON OR BEFORE OCTOBER 1, 2003, IS DISPLAYED IN A SIZE THAT IS AT LEAST AS LARGE AS THE SIZE OF THE NAME OR TRADE NAME OF THE LICENSED REAL ESTATE SALESPERSON OR LICENSED ASSOCIATE REAL ESTATE BROKER; AND

(III) IS THE FULL NAME OF THE BUSINESS AND NOT A LOGO USED BY THE BUSINESS.

17-527.3.

(A) A LICENSED REAL ESTATE SALESPERSON OR LICENSED ASSOCIATE REAL ESTATE BROKER MAY PROVIDE REAL ESTATE BROKERAGE SERVICES UNDER A TRADE NAME THAT HAS BEEN APPROVED BY THE COMMISSION.

(B) SUBJECT TO THE APPROVAL OF THE COMMISSION, A LICENSED REAL ESTATE SALESPERSON OR LICENSED ASSOCIATE REAL ESTATE BROKER MAY ADD A TRADE NAME ON A LICENSE CERTIFICATE AND POCKET CARD IF THE LICENSEE SUBMITS TO THE COMMISSION:

- (1) AN APPLICATION ON THE FORM THAT THE COMMISSION PROVIDES;
- (2) THE LICENSE CERTIFICATE AND POCKET CARD OF THE LICENSEE;
- (3) ANY DOCUMENTATION ABOUT THE TRADE NAME THAT THE COMMISSION REQUIRES; AND
- (4) A FEE OF \$5.