

10-605.2.

(A) (1) THIS SECTION APPLIES ONLY TO A COMMUNICATION:

(+) (I) IN A FORM DESCRIBED UNDER SUBSECTION (C) OF THIS SECTION;

(+) (II) SENT BY A LAWYER, DIRECTLY OR THROUGH AN AGENT OR EMPLOYEE, TO A PROSPECTIVE CLIENT FOR THE PURPOSE OF OBTAINING PROFESSIONAL EMPLOYMENT; AND

(+) (III) IF THE COMMUNICATION CONCERNS:

(+) 1. AN ACTION FOR PERSONAL INJURY OR WRONGFUL DEATH, OR OTHERWISE RELATES TO AN ACCIDENT OR DISASTER INVOLVING THE PERSON TO WHOM THE COMMUNICATION IS SENT OR THE PERSON'S RELATIVE; OR

(+) 2. A CRIMINAL PROSECUTION, OR A PROSECUTION OF A TRAFFIC OFFENSE THAT IS PUNISHABLE BY A PERIOD OF INCARCERATION, INVOLVING THE PERSON TO WHOM THE COMMUNICATION IS SENT OR THE PERSON'S RELATIVE.

(2) THIS SECTION DOES NOT APPLY TO A DIRECT MARKETING COMMUNICATION THAT IS NOT RELATED TO:

(I) A SPECIFIC ACCIDENT OR DISASTER DESCRIBED UNDER PARAGRAPH (1)(III)1 OF THIS SUBSECTION; OR

(II) A SPECIFIC CRIMINAL PROSECUTION OR TRAFFIC OFFENSE DESCRIBED UNDER PARAGRAPH (1)(III)2 OF THIS SUBSECTION.

(B) THIS SECTION DOES NOT APPLY TO A COMMUNICATION SENT TO A PROSPECTIVE CLIENT AT THE REQUEST OF THE PROSPECTIVE CLIENT.

(C) THIS SECTION APPLIES ONLY TO THE FOLLOWING FORMS OF COMMUNICATION:

- (1) AN AUDIO RECORDING;
- (2) A COMPUTER ON-LINE TRANSMISSION;
- (3) A FACSIMILE TRANSMISSION;
- (4) A LETTER OR OTHER FORM OF WRITTEN COMMUNICATION;
- (5) A TELEGRAPHIC TRANSMISSION;
- (6) A TELEPHONIC TRANSMISSION; AND
- (7) A VIDEO RECORDING.

(D) (1) EACH COMMUNICATION SHALL INCLUDE THE WORDS "THIS IS AN ADVERTISEMENT" IN A PROMINENT PLACE AT THE BEGINNING AND END OF EACH COMMUNICATION AS REQUIRED IN THIS SUBSECTION.