

1 HOUSE BILL 262

2 **57TH LEGISLATURE - STATE OF NEW MEXICO - FIRST SESSION, 2025**

3 INTRODUCED BY

4 Rebecca Dow

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10 AN ACT

11 RELATING TO ADVERTISING FOR LEGAL SERVICES; REQUIRING AN
12 ADVERTISEMENT FOR LEGAL SERVICES THAT INCLUDES MONETARY AWARDS
13 TO A CLIENT FOR SETTLEMENT OR JUDGMENT OF A CIVIL ACTION TO
14 INCLUDE THE MONETARY AMOUNT CHARGED TO THE CLIENT FOR THE CIVIL
15 ACTION; PROVIDING FOR ENFORCEMENT; PROVIDING A PENALTY.

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17 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF NEW MEXICO:

18 SECTION 1. A new section of Chapter 57 NMSA 1978 is
19 enacted to read:

20 "[NEW MATERIAL] ADVERTISING FOR LEGAL SERVICES--SETTLEMENT
21 AND JUDGMENT AMOUNTS--DISCLOSURE OF ATTORNEY FEES--CIVIL
22 PENALTY--ENFORCEMENT.--

23 A. When an advertisement by an attorney or law firm
24 for legal services includes a monetary amount awarded to a
25 client for a settlement or judgment of a civil action, the

.229498.2

underscoring material = new
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underscoring material = new
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1 advertisement shall also disclose the monetary amount that was
2 charged to the client for the services rendered for that civil
3 action.

4 B. The attorney general shall assess an attorney or
5 law firm that violates this section a civil penalty of five
6 hundred dollars (\$500) for each violation.

7 C. The attorney general or, with the attorney
8 general's permission, a district attorney in a district in
9 which an advertisement in violation of this section is
10 broadcast or published may bring a civil action in district
11 court to recover a civil penalty assessed pursuant to this
12 section.

13 D. Civil penalties collected pursuant to this
14 section shall be deposited in the current school fund."

15 SECTION 2. EFFECTIVE DATE.--The effective date of the
16 provisions of this act is July 1, 2025.