

**TITLE 660. DEPARTMENT OF SECURITIES
CHAPTER 25. OKLAHOMA BUSINESS OPPORTUNITY SALES ACT**

SUBCHAPTER 1. GENERAL PROVISIONS

660:25-1-3. Definitions [AMENDED]

Unless the context otherwise requires, or unless defined in this Section, terms used in this Chapter, if defined in the Business Opportunity Act, shall have the meaning as defined in the Business Opportunity Act. ~~The following words and terms, when used in this Chapter or the Business Opportunity Act, shall have the following meaning, unless the context clearly indicates otherwise:~~ The following words and terms, when used in this Chapter, shall have the following meaning, unless the context clearly indicates otherwise.

"Business Opportunity Act" means the most recent codification of the Oklahoma Business Opportunity Sales Act in Title 71 of the Oklahoma Statutes.

"Sales literature and advertising" means material published in, or designed for use in, a newspaper, magazine, or other periodical, radio, television, telephone solicitation or tape recording, videotape display, signs, billboards, motion pictures, telephone directories (other than standard listings), other public media or any other written communication distributed or made generally available to customers or the public including but not limited to pamphlets, circulars, form letters, seminar texts, research reports, surveys, performance reports or summaries and reprints or excerpts of other sales literature or advertising to include publications in electronic format.

"Sales literature or advertising package" means all submissions to the Administrator under one posting or delivery relating to a specific business opportunity.

SUBCHAPTER 5. SALES LITERATURE OR ADVERTISING

660:25-5-1. Conduct of individual proceeding [AMENDED]

(a) **Filing requirement.** All sales literature and advertising must be filed with and responded to by the Administrator prior to use. A filing shall include the sales literature or advertising package, the review fee specified in Section 807.F of the Business Opportunity Act and a representation by the seller that reads substantially as follows: "I hereby attest and affirm that the enclosed sales literature or advertising package contains no false or misleading statements or misrepresentations of material facts, and that all information contained therein is in conformity with the most recent disclosure document relating to the particular business opportunity offered thereby on file with the Administrator."

(b) **Exemption.** The disclosure document filed with the Administrator as part of the registration process pursuant to Section 806 of the Business Opportunity Act is exempted from the filing requirement specified in subsection (a) of this Section.

(c) **Content.** Sales literature and advertising used in any manner in connection with the offer and sale of ~~securities~~ business opportunities is subject to the provisions of Section 819 whether or not such sales literature and advertising is required to be filed pursuant to this rule. Furthermore, sales literature and advertising filed with the Administrator is subject to the provisions of Section 820 of the Business Opportunity Act.

(d) **Prohibited disclosure.** No sales literature or advertising shall contain a reference to the Oklahoma Securities Commission, the Oklahoma Department of Securities or the Administrator unless so requested by the Administrator.