

STATEWIDE GRIEVANCE COMMITTEE



Advisory Opinion #11-03329-A Advertisement Enclosed in Gift Box Rules 7.2(g) and 7.3

Pursuant to Practice Book §2-28B, the undersigned, duly-appointed reviewing committee of the Statewide Grievance Committee, reviewed a request for an advisory opinion filed on May 6, 2011. The proposed advertisement is a card advertising the requesting attorney's services and offering a free one hour consultation. The card will be part of a gift box distributed at a business event hosted by a women's networking group. The reviewing committee concluded that the advertisement complies with the Rules of Professional Conduct.

The advertisement provides the following information: the name of the attorney and her photograph, a listing of the attorney's areas of practice and her education, the attorney's phone number and email address, and an offer for a complimentary one hour consultation. The submitting attorney indicates the proposed advertisement will be enclosed in a gift box containing other products offered by members of the networking group, who paid \$25 to be included in the box.

Pursuant to Rule 7.2 (i) of the Rules of Professional Conduct, all of the above referenced information detailing the attorney's practice areas, her phone number, email address and initial consultation fee is presumed not to violate the provisions of Rule 7.1 of the Rules of Professional Conduct and therefore is not false or misleading. Furthermore, the fields of law listed comply with Rule 7.4 of the Rules of Professional Conduct since there is no other language stating or implying

that the lawyer is a specialist in the areas of law. The proposed advertisement complies with Rule 7.2(d) because it contains the name of an attorney admitted in Connecticut responsible for its content.

Rule 7.3 of the Rules of Professional Conduct regulates communications with prospective clients and provides the parameters of that contact. Rule 7.3 regulates personal contact with potential clients by attorneys, and the various subsections are not applicable to the proposed advertisement. The proposed advertisement is not an in-person solicitation, or a written or electronic communication, where the attorney directly importunes prospective clients. Instead the advertisement will be enclosed in a gift box distributed to attendees of an event hosted by a social/business organization to which the requesting attorney belongs.

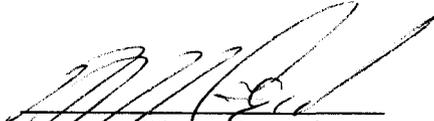
The proposed advertisement does not need to be filed with the Statewide Grievance Committee under the mandatory filing requirements of Practice Book Section 2-28A. The proposed advertisement contains only information found in Rule 7.2(i) of the Rule of Professional Conduct and is therefore exempt pursuant to Practice Book Section 2-28A (b)(1).

Pursuant to Rule 7.2(g) of the Rules of Professional Conduct, the attorney's offer of a one hour complimentary consultation should be honored for at least 90 days. Rule 7.2(g) requires that an attorney who advertises a specific fee for a particular service shall honor that advertised fee for at least 90 days if no other expiration is specified.

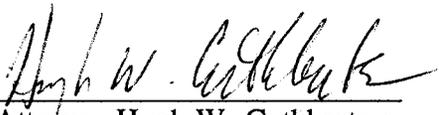
Accordingly, this reviewing committee opines that the advertisement complies with the Rules of Professional Conduct.

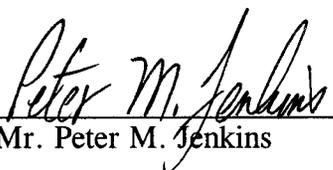
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ISSUE DATE: May 12, 2011



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