

STATEWIDE GRIEVANCE COMMITTEE



Advisory Opinion #07-00192-A Print Media Advertisement

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 June 28, 2007. The proposed print advertisement is scheduled to appear in printed brochures and magazines with local circulation, and advertising booklets used for fundraising and charities. This reviewing committee concludes that the proposed advertisement does not comply with the Rules of Professional Conduct.

The advertisement provides the following information: the name, address, telephone number and website address of the law firm; the logo of the law firm; and six fields of law. Pursuant to Rules 7.2(i) and 7.4 of the Rules of Professional Conduct, all of the above referenced information is presumed not to violate the provisions of Rule 7.1 of the Rules of Professional Conduct and therefore is not false or misleading.

The proposed advertisement does not comply with Rule 7.2(d) of the Rules of Professional Conduct. This rule states, "Any advertisement or communication made pursuant to this Rule shall include the name of at least one lawyer admitted in Connecticut responsible for its content." This advertisement fails to list any lawyers responsible for the content.

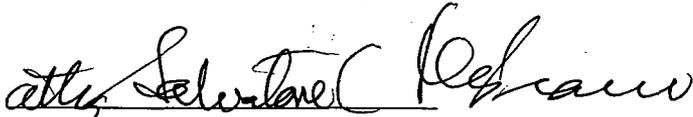
The proposed advertisement does not comply with Rule 7.1, because it contains an unsubstantiated comparison of the law firm to "today's lawyer". The advertisement states, "As

today's lawyer becomes more and more specialized in ever narrowing niches, we pride ourselves on our breadth of knowledge and depth of experience, personified by each lawyer in our firm....”
In this case, the advertisement, taken as a whole, suggests that the law firm can handle six different areas of law and that other lawyers cannot handle all of those areas of law.

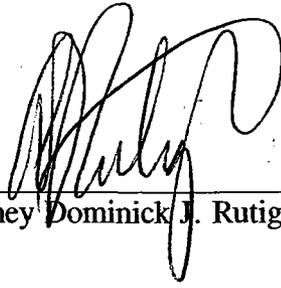
Accordingly, this reviewing committee opines that the proposed advertisement does not comply with the Rules of Professional Conduct.

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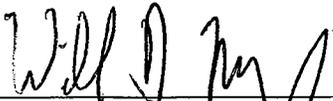
DECISION DATE: July 27, 2007


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Mr. William D. Murphy