

STATEWIDE GRIEVANCE COMMITTEE



Advisory Opinion #07-01086-A Print Advertisement Mandatory Filing; Rule 7.2(i) Information

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 September 19, 2007. The proposed print advertisement will be placed in the program of an upcoming art gallery exhibition. The reviewing committee concluded that the advertisement complies with the Rules of Professional Conduct.

The advertisement provides the following information: the name of the law firm; the address, telephone number and website address of the law firm; a logo depicting the “scales of justice”; and several listed practice areas. Under personal injury, several types of cases are listed such as automobile accidents, slip and fall accidents and dog bites. Under the general practice of law, the areas of probate, estates, wills and real estate are listed. A free initial consultation is offered for accident cases.

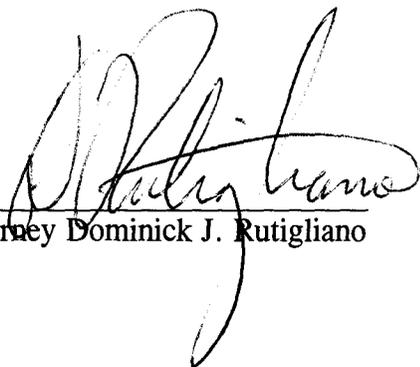
Practice Book § 2-28A mandates the filing of certain types of attorney advertising with the Statewide Grievance Committee. There are several exceptions to the mandatory filing requirements. Practice Book § 2-28A (b) lists the types of advertisements and Rule 7.2(i) of the Rules of Professional Conduct lists the types of information that are exempt from the mandatory filing requirements of Practice Book § 2-28A.

We note that all of the above referenced information is presumptively compliant under the provisions of Rule 7.2(i) and the advertisement is exempt from the mandatory filing provisions of Practice Book § 2-28A. Furthermore, the fields of law listed in the advertisement also comply with Rule 7.4 of the Rules of Professional Conduct, since there is no other language stating or implying that a lawyer or the law firm is a specialist in these areas of law.

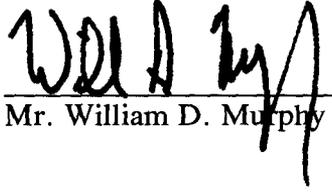
Accordingly, this reviewing committee opines that the advertisement complies with the Rules of Professional Conduct.

(E)

OPINION DATE: 10/19/2007



Attorney Dominick J. Rutigliano


Mr. William D. Murphy

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Attorney Salvatore C. DePiano