

## STATEWIDE GRIEVANCE COMMITTEE



### **Advisory Opinion #12-03900-A Radio Advertisement for Divorce Services**

Pursuant to Practice Book §2-28B, the undersigned, duly-appointed reviewing committee of the Statewide Grievance Committee<sup>1</sup>, reviewed a request for an advisory opinion filed on June 11, 2012. The proposed advertisement is a radio commercial. The reviewing committee concluded that the advertisement complies with the Rules of Professional Conduct.

The radio advertisement advertises the divorce services of the requesting law firm. A script of the proposed content of the commercial was provided for the advisory opinion request. The advertisement is purportedly spoken by the requesting attorney, who states his name and offers opinions on various aspects of divorce law. The proposed advertisement asserts that it is beneficial to know what to expect from the divorce process and have information in order to make logical decisions.

The proposed advertisement further offers a free consultation with one of the firm's attorneys and recites the URL address of the firm's website to obtain more information. The URL address is a practice area and a four digit number. Various offices locations in the state are listed and offered as available to make a convenient appointment. The proposed advertisement concludes with the statement to "sign-up now" at the website or by calling a toll free number that

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<sup>1</sup> Mr. Vincent Mauro, the lay person member originally assigned to this Reviewing Committee, became unavailable and this decision was rendered by Attorney Evelyn Gryk Frolich and Attorney Noble Allen.

incorporates the name of the law firm. The name of the law firm is a trade name apparently used by the firm's attorneys who are admitted in Connecticut and is part of a law group based in Massachusetts. The requesting law firm has a Connecticut firm juris number.

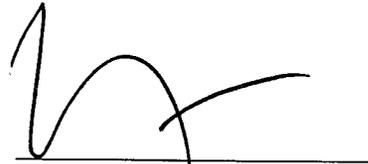
The proposed advertisement complies with Rule 7.2(d) of the Rules of Professional Conduct which requires the name of a Connecticut admitted attorney responsible for the advertisement be provided, since the name of the attorney is spoken in the radio advertisement. Pursuant to Rule 7.2(i) of the Rules of Professional Conduct, the above referenced information which references the firm's name, website information and toll free number 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 name of the firm is a trade name and does not violate the provisions of Rule 7.5 of the Rules of Professional Conduct, which regulates attorney trade names. The website address is composed of four numbers and a practice area, and the toll free number incorporates the firm's trade name. The website address and the toll free number also comply with Rule 7.5. None of the information in the proposed advertisement is misleading pursuant to Rule 7.1 and the content discussing the divorce process does not contain language implying specialization which would violate Rules 7.4 and 7.4A.

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

(E)

ISSUE DATE: July 10, 2012



Attorney Noble F. Allen

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Attorney Evelyn Gryk Frolich