

STATEWIDE GRIEVANCE COMMITTEE



Advisory Opinion #11-01609-A Billboard Advertisement of Estate Planning Services

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 February 25, 2011. The proposed advertisement is a billboard about a law firm's estate planning services. The billboard will be on display from on or about April 15, 2011 until early June 2011. The reviewing committee concluded that the advertisement complies with the Rules of Professional Conduct.

The billboard provides the following information: a list of the firm's practice areas and services, such as probate administration or wills, the name of an attorney, the name of the law firm and a phone number. The name of the law firm is the combination of a practice area and the term "law center." The requesting attorney also indicated that the firm's website would be listed on the billboard along with a photograph of a baby, a dog, or possibly both images. The website itself was not reviewed in connection with this advisory opinion request.

Pursuant to Rule 7.2(i) of the Rules of Professional Conduct, the telephone and website address provided in the proposed advertisement is information presumed not to violate the provisions of Rule 7.1 of the Rules of Professional Conduct and therefore is not false or misleading. Also pursuant to Rule 7.1, nothing about the graphics proposed for the advertisement is misleading. The list of practice areas and services contains no characterizations that the attorney

or the firm is a specialist or expert in those practice areas, which would violate Rules 7.1, 7.4 and 7.4A of the Rules of Professional Conduct.

Rule 7.5 of the Rules of Professional Conduct permits the use of trade names by law firms, unless the name is misleading and violates Rule 7.1. Rule 7.4 permits attorneys to communicate the field(s) of law in which they practice, providing they do not imply specialization or expertise in the practice area(s). (See CBA Informal Opinion 89-15, issued May 26, 1989, and Informal Opinion 92-18, issued July 22, 1992) The trade name of the firm in the proposed advertisement states the type of law that the firm practices, namely estate planning, and does not violate either Rule 7.1 or Rule 7.4. (See CBA Informal Opinion 93-20, issued July 30, 1993)

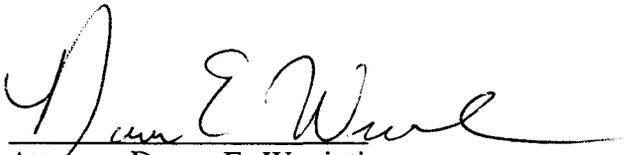
Rule 7.2(d) requires that attorney advertising contain "the name of at least one lawyer admitted in Connecticut responsible for its content." The proposed advertisement complies with Rule 7.2(d) since it contains the name of an attorney admitted in Connecticut. Accordingly, this reviewing committee opines that the advertisement complies with the Rules of Professional Conduct.

(E)

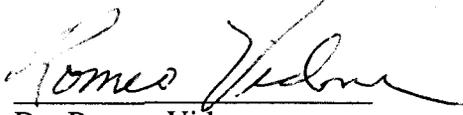
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Attorney Howard C. Eckenrode



Attorney Donna E. Woviotis



Dr. Romeo Vidone