

April 25, 2018

ABA Standing Committee on Ethics and Professional Responsibility  
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The Legal Marketing Association has reviewed the March 2018 report issued by the American Bar Association Standing Committee on Ethics and Professional Responsibility to amend the ABA Model Rules 7.1, 7.2, 7.3, 7.4 and 7.5. We applaud and appreciate the efforts of the Committee in undertaking and continuing to pursue this important process.

Simplified, streamlined model rules will not only help ensure accuracy, truthfulness and transparency in legal advertising, they will also create an environment in which consumers of legal services can make more informed choices regarding their legal-services providers. We believe firmly that adoption of these new rules will deliver widespread benefits, particularly for vulnerable and underserved individuals and groups who, in the past, may not have been aware of, understood fully, or had access to the legal-services options available today.

We also commend the Committee for requesting input and adopting many of the changes that were recommended by the Legal Marketing Association (LMA), the Association of Professional Responsibility Lawyers (APRL) and other organizations. While we believe that there is room to further simplify and clarify the model rules, the Committee's report represents a milestone in protecting consumers, supporting higher-quality legal services and increasing access to justice.

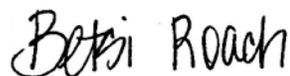
With all of these goals in mind, we support the adoption of the streamlined Model Rules of Professional Conduct and welcome the opportunity to participate in ongoing dialogue regarding these important standards. We hope to continue our engagement with the ABA and the Committee, particularly in helping prepare for the House of Delegates meeting during the ABA Annual Meeting to be held in August 2018. Whether developing grassroots lobbying efforts or reaching out to individual state delegates, we look forward to lending our voices, our energy and our resources to this important and timely effort.

In the coming weeks, we will reach out to the Committee to explore ways in which we can work together. In the meantime, please also feel free to contact any of the signatories to this letter. We look forward to our continued cooperation in advocating for these much-needed standards.

Sincerely,



M. Ashraf Lakhani  
LMA 2018 President



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LMA Executive Director