



AMERICAN BOARD OF TRIAL ADVOCATES

Principles *of Good Practice in* Attorney Advertising

- Attorney advertising should foster respect and esteem for the practice of law and the legal profession.
- Attorney advertising should be informative and factual, and attorneys should be able to verify the truth of any statements or claims made in the advertising materials.
- Attorney advertising should never be misleading, false, deceptive or create improper expectations as to results.
- Attorney advertising should avoid exaggeration and emotion through words or depictions of fictional events.
- Attorney advertising should not contain testimonials or descriptions of results in other matters which might create an impression that the prospective client can expect the same or similar results in a different factual scenario.
- Attorney advertising should not be used by an attorney to impart the impression that he or she will be personally representing a client when it is known that the matter will be referred to another attorney for handling.
- Attorney advertising should contain information that will assist the potential client to understand his or her rights and the qualifications and competence of the attorney to address those concerns.
- Attorney advertising should never promote the filing or prosecution of frivolous or abusive litigation.
- Attorney advertising should never suggest or imply that the attorney is capable of accomplishing a particular result through means that are violative of the ethical standards of the profession or through other improper or illegal means.
- Attorney advertising should not utilize actors or recognized celebrities in any media advertising, and any non-lawyer spokesperson should be identified as such.
- Attorney advertising should be dignified and informative and designed to bring honor to the profession and respect for the civil justice system.

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ABOTA recognizes attorneys' and the public's right to advertise and believes that minimum standards and guidelines will encourage attorneys' adherence to those standards. The ABOTA Attorney Advertising Committee studied the issue of attorney advertising and related issues. As a result, the **Principles of Good Practice in Attorney Advertising** were drafted in an attempt to balance the public's right to be informed with truthful, ethical and professional practices by attorneys and law firms.

The **Principles**, drafted by the Attorney Advertising Committee, were adopted by ABOTA's National Board of Directors on Oct. 3, 2009.

- ABOTA is a national association of experienced trial lawyers and judges who are dedicated to the preservation and promotion of the civil jury trial right provided by the 7th Amendment to the U.S. Constitution. ABOTA membership consists of more than 6,400 lawyers and judges spread among 94 Chapters in all 50 States and the District of Columbia.