

LAWYER ADVERTISING OR SOLICITATION OPINION REQUEST

VIRGINIA STATE BAR STANDING COMMITTEE ON LAWYER ADVERTISING AND SOLICITATION

Eighth & Main Building 707 East Main Street, Suite 1500 Richmond, Virginia 23219-2800 (804) 775-0500

Pursuant to Section 10(b)(i) of Part Six: Section IV of the Rules of the Supreme Court of Virginia, an advisory opinion may be requested by any member of the Virginia State Bar concerning contemplated or actual lawyer advertising or solicitation which may be violative of the Virginia Code of Professional Responsibility. Please indicate the nature of your inquiry.

- Advertising (specific)
- Advertising (general)
- Solicitation

IMPORTANT NOTE: The Committee will review actual or contemplated advertising. However, inquiries regarding advertising by another attorney must have the identity of the attorney removed or may be submitted in hypothetical format. If you believe that an attorney's advertisement violates the Code of Professional Responsibility, you should direct your complaint to Barbara Ann Williams, Bar Counsel.

1. Name: _____

Firm: _____

Address: _____

Telephone: (_____) _____ VSB Membership Number: _____

2. The Rules of Court require that requests for advisory opinions generally shall state in detail all operative facts, in the hypothetical, upon which the request is based. If you are requesting a general opinion, please provide a brief and concise statement of the facts with no identifying information as to persons or entities involved.

If you are seeking an opinion to a specific advertisement, you must include three (3) copies, a written transcript of the advertisement, and an explanation of the manner in which the advertisement will be used.

Additional narrative and exhibits may be attached if necessary.

3. State the specific issue(s)/question(s) regarding lawyer advertising or solicitation you wish answered by the Committee.

4. I certify that I have researched the Virginia State Bar's Disciplinary Rules, Ethical Considerations, prior Legal Ethics Opinions and appropriate case law and believe the following to be relevant:

Disciplinary Rules: _____

Ethical Considerations: _____

Prior LEOs: _____

Case Law: _____

5. Why would you believe that the submitted advertisement or solicitation would or would not violate the Virginia Code of Professional Responsibility?

6. _____
Signature

7. _____
Date