

Withdrawn/April 3, 2018
Committee Opinion
October 14, 1988

LEGAL ETHICS OPINION 1119

ADVERTISING: USE OF ACTORS/
NONCLIENTS IN TELEVISION
COMMERCIAL.

You have requested an informal, advisory opinion from the Virginia State Bar Standing Committee on Legal Ethics ("Committee") regarding videotapes of proposed television commercials for your firm and have asked whether these advertisements are in accordance with the provisions of DR:2-101.

The script made for television was not in violation of DR:2-101 provided that your firm has had actual clients whose circumstances and results generally comport with those represented in the script and videotapes for the proposed television commercials.

Moreover, the Committee opines that these commercials do not violate DR:2-101, provided that your firm has had an actual client whose circumstances and results generally comport with those represented by the actor in the commercial.

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