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LEGAL ETHICS OPINION 923

ADVERTISING – SPECIALTIES.

It is not *per se* unethical for an attorney to advertise that he specializes in a certain area of law as long as the advertisement does not say that he is a recognized or certified specialist. [DR:2-103, DR:2-104; EC:2-8, LE Op. 910, LE Op. 427, LE Op. 395]

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