

NEW HAMPSHIRE BAR ASSOCIATION
Ethics Committee Advisory Opinion #1991-92/5(b)
Advertising and Solicitation: Including Name of Specific Lawyer
February 13, 1992

RULE REFERENCES:

- *Rule 7.2
- *Rule 7.2(d)

SUBJECTS:

- *Advertising & Solicitation
- *Law Firms

ANNOTATIONS:

Advertisements must include the name of at least one lawyer responsible for content. (Rule 7.2(d)).

QUESTION:

Under Rule 7.2, does the requirement for inclusion of the name of at least one lawyer responsible for the content of a communication apply to advertising services through public media, and if so, is the use of the law firm name in the advertisement sufficient to comply with 7.2(d)? If so, is the use of the firm trade name sufficient?

RESPONSE:

The requirement for the inclusion of name of at least one lawyer responsible for content under Rule 7.2(d) is applicable to "any communication made pursuant to this rule". The topic of Rule 7.2 is "advertising," so there does not appear to be any reason to assume that general advertising is excluded from this regulation. There is no suggestion in Rule 7.2(d) that use of a law firm name instead of an individual lawyer or lawyers is permissible, and, similarly, there is no suggestion that the use of a trade name may be used as a substitute, either.