

Digest of Ethics Advisory Panel
Opinion #91-50, Request #169
Issued August 16, 1991

An attorney seeks Panel advice as to whether a proposed outdoor advertising sign is appropriate under Rule 7 of the Rhode Island Rules of Professional Conduct. The attorney indicates the proposed sign would be approximately 15 1/2 feet in length and 4 1/2 feet in height. The sign would be placed on the roof of the building in which the attorney's law offices are located. The sign would state the name of the law firm beneath which, in eight-inch letters, would appear the statement "Benefits for the Injured."

The Panel is of the opinion that the statement "Benefits for the Injured" violates Rule 7.1 of the Rhode Island Rules of Professional Conduct because it is ambiguous and lacks sufficient facts to make the phrase, considered as a whole, not materially misleading.

Ethics Advisory Panel advice is protective in nature. There is no requirement that an attorney abide by a Panel opinion, but if he or she does, he or she is fully protected from any charge of impropriety.