

ETHICS ADVISORY PANEL
Opinion #93-31, Request #365
Issued May 12, 1993

An attorney asks whether his/her business cards may state "Specializing in Personal Injury."

The Panel directs the inquiring attorney's attention to Rule 7.4 entitled "Communication of Fields of Practice." This Rule states that:

A lawyer shall not state or imply that the lawyer is a specialist except as follows:

(a) a lawyer admitted to engage in patent practice before the United States Patent and Trademark Office may use the designation "Patent Attorney" or a substantially similar designation;

(b) a lawyer engaged in Admiralty practice may use the designation "Admiralty Proctor in Admiralty" or a substantially similar designation.

Because the practice of personal injury is not included within the exceptions to Rule 7.4, the attorney cannot include such a statement on business cards. See also, Ethics Advisory Opinions #90-30 and #90-33.