

ETHICS ADVISORY PANEL
Opinion #93-42, Request #376
Issued June 30, 1993

Attorneys A and B are partners in a law firm. Both A and B would like to advertise their services in the area of personal injury. However, the law firm does not want its name to be utilized in the advertisement. For this reason, A and B inquire whether they may advertise under the name "A and B" or "A and B attorneys."

Rule 7.1 entitled "Communications Concerning a Lawyer's Services" states that "A lawyer shall not make a false or misleading communication about the lawyer or the lawyer's services. . . ."

The Panel believes that the proposed advertisement would be misleading in that it omits a material fact, namely, the law firm in which A and B practice and implies that attorneys A and B are a two-person firm.