

NEVADA RULES

APPENDIX "E"



Rules For Lawyer Advertising



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Below are the rules for lawyer advertising in Nevada. If you are trying to advertise in Nevada Lawyer magazine, please visit the *Nevada Lawyer* page.

Link to the complete [Lawyer Advertising Rules](#)

How to File Under RPC 7.2A

Short answer:

Fill out the [form](#) & sign it, submit the original form plus one copy.

If mailing, provide 2 hard copies of print, or, DVDs/CDs of the ad plus the audio script (whichever applies).

If e-mailing, a scanned copy of the form and one attachment of the ad and script will suffice

"Electronic form" can be a DVD, any commonly-used media player email attachment, or a scanned version of a hard copy print item. No VHS. If you aren't sure, call the Administrator.

Submit to the [Advertising Administrator](#) within 15 days after first dissemination.

You will not get a response unless your ad is referred to Bar Counsel for a potential violation. Lack of response does not connote approval.

If you want your ad reviewed for compliance, you must submit an application [under RPC 7.2B](#) to the applicable Committee, in care of the Administrator, along with the appropriate fee. An advanced opinion of compliance is binding on all discipline panels, so long as all information provided to secure that opinion is true and not misleading.

Determine if your ad is a [tombstone](#) and therefore exempt. If not:

Obtain and fill out an RPC 7.2A filing form for each advertisement submitted. (Note that the attorney responsible for the advertisement must personally sign the form.)
Submit the completed filing form, plus one copy, along with two copies of the advertisement itself, in regular and electronic format to the Advertising Administrator:

Luisa Cota
Advertising Administrator / Intake Legal Assistant
Office of Bar Counsel
State Bar of Nevada
600 East Charleston Blvd.
Las Vegas, NV 89104
E-mail: luisac@nvbar.org
Direct dial: (702) 317-1471
Fax: (702) 382-8747

Electronic Format

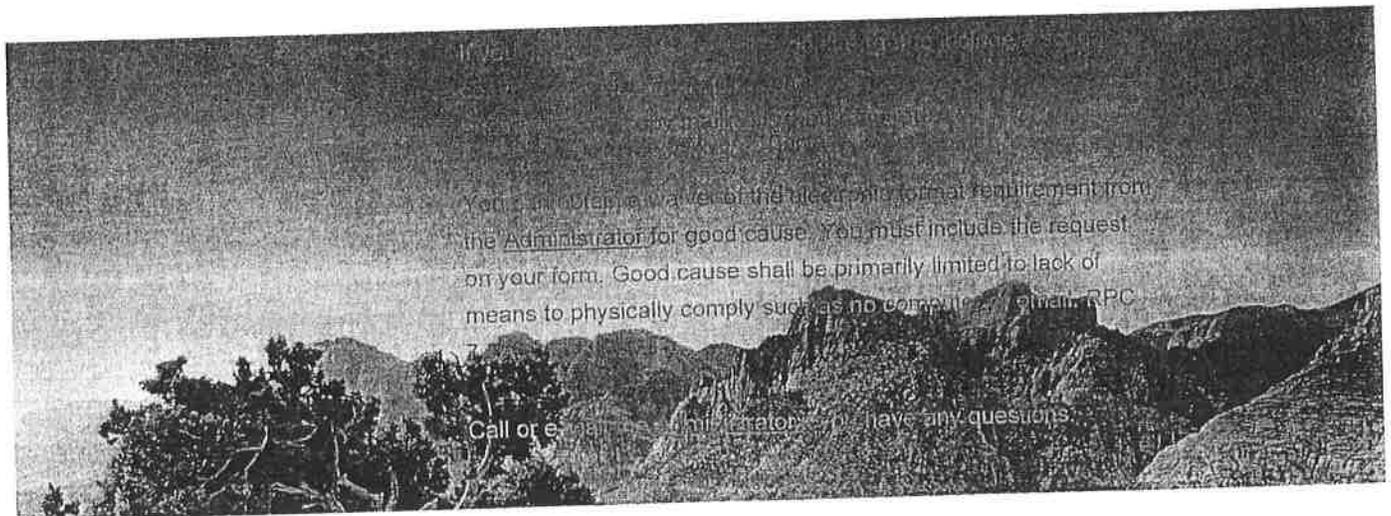
For the purposes of these rules, electronic format is defined as playable and transmittable on a computer. To comply with this requirement, you can use either email or a hard copy DVD/CD/Disc as follows:

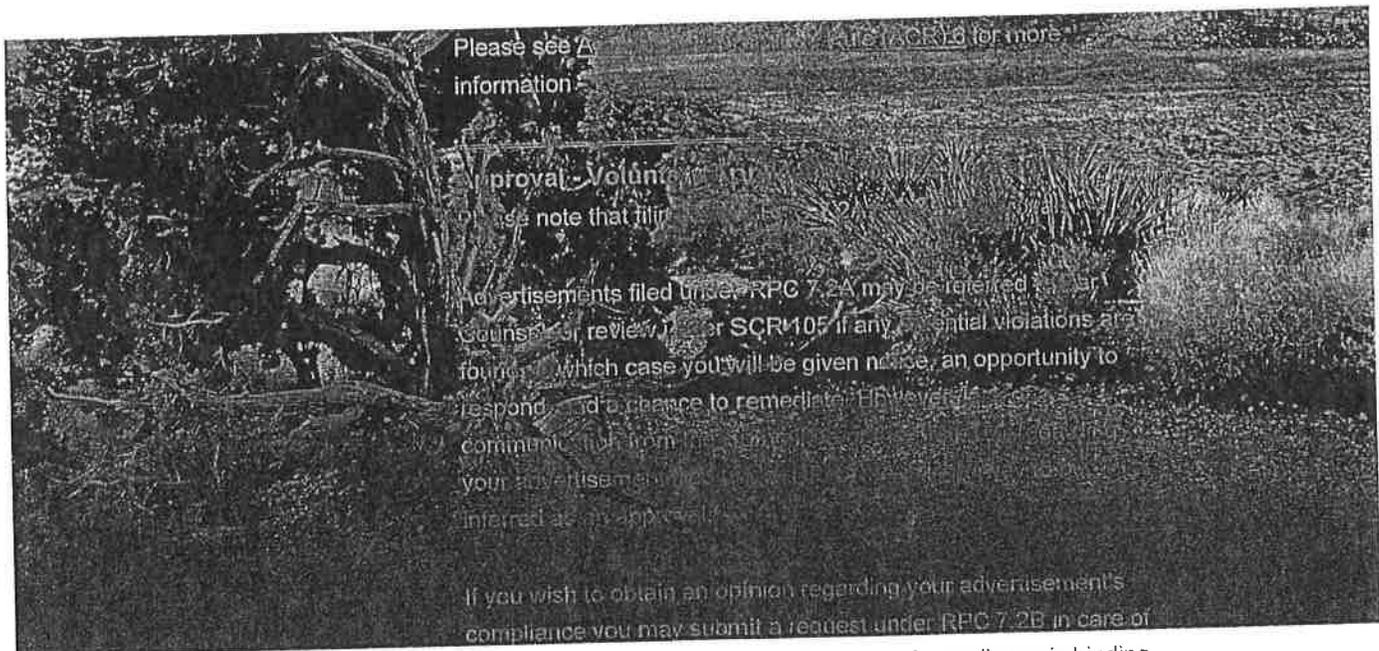
1. E-mail

TV/Radio: any commonly used media player format and the accompanying script of the audio (scanned, inserted text, Word, or WordPerfect)
Print/Billboards: scanned, inserted text, Word, or WordPerfect

2. Hard copy

DVD/CD: (two copies required) No VHS accepted. Hard Copy script of the audio can be on a disc.





If you wish to obtain an opinion regarding your advertisement's compliance you may submit a request under RPC 7.2B in care of the **Administrator**. An advanced opinion of compliance is binding on all discipline panels, so long as all information provided to secure that opinion is true and not misleading.

Fees

There is a fee for a voluntary written opinion under this section but the filing process is the same (submit form, fee, and attachments to the administrator).

\$250 for everything but:

yellow pages \$350
 campaigns \$3,000

Please see Advertising Committee Rule (ACR) 7 for more information.

Pages You Might Be Interested In

[Ethics Opinions](#)
[Library Of Forms copy](#)
[File A Complaint](#)

[Admission to the Bar](#)

[Publications](#)

[Upcoming CLE Courses](#)

News Alerts

TOP DESTINATIONS

- Pay Bar Dues & Complete Annual Reporting Forms
- Admissions
- CLE – Live Seminars
- Office of Bar Counsel
- Member Services FAQs
- Board of Governors

RESOURCES

- Lawyer Referral Service
- Public Information
- Brochures
- Nevada Lawyer Archives
- Access to Justice
- Commission

STATE BAR OF NV

State Bar of Nevada
 P.O. Box 50
 Las Vegas, NV 89125-0050
 600 E. Charleston Blvd.
 Las Vegas, NV 89104

Effective Sept. 1, 2007
Lawyer Advertising Initiative: New Rules
RPCs 7.1, 7.2, 7.2A, 7.2B, 1.4, 1.18, 7.3, 7.4, 7.4A, 7.5, and SCR 106

INFORMATION ABOUT LEGAL SERVICES

RPC 7.1. Communications Concerning a Lawyer's Services. A lawyer shall not make a false or misleading communication about the lawyer or the lawyer's services. A communication is false or misleading if it:

(a) Contains a material misrepresentation of fact or law, or omits a fact necessary to make the statement considered as a whole not materially misleading;

(b) Is likely to create an unjustified or unreasonable expectation about results the lawyer can or has achieved, which shall be considered inherently misleading for the purposes of this Rule, or states or implies that the lawyer can achieve results by means that violate the Rules of Professional Conduct or other law;

(c) Compares the lawyer's services with other lawyers' services, unless the comparison can be factually substantiated; or

(d) Contains a testimonial or endorsement which violates any portion of this Rule.

Model Rule Comparison—2007

Rule 7.1 (formerly Supreme Court Rule 195) is the same as ABA Model Rule 7.1 except that paragraphs (b) through (d) are Nevada specific and have no counterpart in the Model Rule. The 2007 amendments changed language in paragraphs (b) and (d) only.

RPC 7.2. Advertising.

(a) Subject to the requirements of Rule 7.1, a lawyer may advertise services through the public media, such as a telephone directory, legal directory, newspaper or other periodical, billboards and other signs, radio, television and recorded messages the public may access by dialing a telephone number, or through written or electronic communication not involving solicitation as prohibited by Rule 7.3.

These Rules shall not apply to any advertisement broadcast or disseminated in another jurisdiction in which the advertising lawyer is admitted if such advertisement complies with the rules governing lawyer advertising in that jurisdiction and the advertisement is not intended primarily for broadcast or dissemination within the State of Nevada.

(b) Advertisements on the electronic media such as the Internet, television and radio may contain the same factual information and illustrations as permitted in advertisements in the print media. If a person appears as a lawyer in an advertisement for legal services, or under such circumstances as may give the impression that the person is a lawyer, such person must be a member of the State Bar of Nevada, admitted to practice and in good standing before the Supreme Court of Nevada, and must be the lawyer who will actually perform the service advertised or a lawyer associated with the law firm that is advertising. If a person appears in an advertisement as an employee of a lawyer or law firm, such person must be an actual employee of the lawyer or law firm whose services are advertised unless the advertisement discloses that such person is an actor. If an actor appears in any other role not prohibited by these Rules, the advertisement must disclose that such person is an actor.

(c) All advertisements and written communications disseminated pursuant to these Rules shall include the name of at least one lawyer or law firm responsible for their content.

(d) Every advertisement and written communication that indicates one or more areas of law in which the lawyer or law firm practices shall conform to the requirements of Rule 7.4.

(e) Every advertisement and written communication indicating that the charging of a fee is contingent on outcome or that the fee will be a percentage of the recovery shall contain the following disclaimer: "You may have to pay the opposing party's attorney fees and costs in the event of a loss."

(f) A lawyer who advertises a specific fee or range of fees shall include all possible terms and fees, and the duration said fees are in effect. Such disclosures shall be presented with equal prominence. For advertisements in the yellow pages of telephone directories or other media not published more frequently than annually, the advertised fee or range of fees shall be honored for no less than one year following publication.

(g) A lawyer may make statements describing or characterizing the quality of the lawyer's services in advertisements and written communications. However, such statements are subject to proof of verification, to be provided at the request of the state bar or a client or prospective client.

(h) The following information in advertisements and written communications shall be presumed not to violate the provisions of Rule 7.1:

(1) Subject to the requirements of this Rule and Rule 7.5, the name of the lawyer or law firm, a listing of lawyers associated with the

firm, office addresses and telephone numbers, office and telephone service hours, and a designation such as “attorney” or “law firm.”

(2) Date of admission to the State Bar of Nevada and any other bars and a listing of federal courts and jurisdictions other than Nevada where the lawyer is licensed to practice.

(3) Technical and professional licenses granted by the state or other recognized licensing authorities.

(4) Foreign language ability.

(5) Fields of law in which the lawyer is certified or designated, subject to the requirements of Rule 7.4.

(6) Prepaid or group legal service plans in which the lawyer participates.

(7) Acceptance of credit cards.

(8) Fee for initial consultation and fee schedule, subject to the requirements of paragraphs (e) and (f) of this Rule.

(9) A listing of the name and geographic location of a lawyer or law firm as a sponsor of a public service announcement or charitable, civic or community program or event.

(i) Nothing in this Rule prohibits a lawyer or law firm from permitting the inclusion in law lists and law directories intended primarily for the use of the legal profession of such information as has traditionally been included in these publications.

(j) A copy or recording of an advertisement or written or recorded communication shall be submitted to the State Bar in accordance with Rule 7.2A and shall be retained by the lawyer or law firm which advertises for 4 years after its last dissemination along with a record of when and where it was used.

(k) A lawyer shall not give anything of value to a person for recommending the lawyer's services, except that a lawyer may pay the reasonable cost of advertising or written or recorded communication permitted by these Rules and may pay the usual charges of a lawyer referral service or other legal service organization.

Model Rule Comparison—2007

Rule 7.2 (formerly Supreme Court Rule 196) addresses the same subject matter as ABA Model Rule 7.2, but the text of the Rule is different.

RPC 7.2A. Advertising Filing Requirements

(a) *Filing requirements.* A copy or recording of an advertisement or written or recorded communication published after September 1, 2007, shall be submitted to the state bar in both hard copy and electronic format within 15 days of first dissemination along with a form supplied by the state bar. If a published item that was first disseminated prior to September 1, 2007, will continue to be published after this date, then it must be submitted to the state bar on or before September 17, 2007, along with a form supplied by the state bar. The form shall include a provision for members to request a waiver of the electronic filing requirement for good cause.

(b) *Failure to file.* A lawyer or law firm's failure to file an advertisement in accordance with paragraph (a) is grounds for disciplinary action. In addition, for purposes of disciplinary review pursuant to Supreme Court Rule 106 (privilege and limitation), when a lawyer or law firm fails to file, the 4-year limitation period begins on the date the advertisement was actually known to bar counsel.

Model Rule Comparison—2007

The requirements of original Rule 7.2A paragraphs (a) through (d) and (f) (formerly Supreme Court Rule 196.5) are retained in the Rules of Professional Conduct but are revised and renumbered as Rule 1.4(c), and paragraph (g) is renumbered as Rule 1.18(g); paragraphs (g), (h) and (i) are repealed as redundant under the revised rules. New Rule 7.2A is a Nevada-specific Rule; it has no counterpart in the ABA Model Rules.

RPC 7.2B. Volunteer Advisory Committees; Pre-Dissemination Review

(a) ***Standing Lawyer Advertising Advisory Committees.*** The board of governors shall create two Standing Lawyer Advertising Advisory Committees, one for each district north and south as defined in Supreme Court Rule 100, to review filings submitted under Rule 7.2A and to respond to written requests from an advertising lawyer or law firm voluntarily seeking an advance opinion regarding that lawyer's compliance with the advertising rules.

The board of governors may promulgate bylaws, rules of procedure, and reasonable fees for advance opinions to offset the administrative costs of these committees, as it deems necessary and proper. A state bar staff member or members shall be designated to assist with implementing this Rule, including but not limited to providing administrative support to the standing committees, and receiving and coordinating requests submitted under subparagraph (c)(1) of this Rule.

(1) ***Committee composition.*** Each committee shall have a minimum of 5 volunteer members, 4 of whom shall be members of the State Bar of Nevada and 1 of whom may be a non-lawyer. Each committee shall also have a minimum of 5 members to serve as ad hoc

or conflict replacements when needed. Members must have a full-time business or residential presence in the respective district.

(i) ***Appointment.*** Members shall be appointed by the board of governors and serve 2-year terms, subject to reappointment at the board's discretion. No member shall serve a lifetime total of more than 12 years. Members may be removed by the board of governors for cause.

(ii) ***Minimum duties.*** Each committee shall meet at least monthly on a predetermined date, and as often thereafter as necessary, to review all matters before it in a timely fashion. Advance opinions shall be provided within 30 days of submission of the request or sooner. Requests to expedite review of advertisements shall be granted whenever possible within reason. The board of governors may promulgate a procedure and attach an added fee for expedited requests.

(b) ***Review of filings; advisory opinions to bar counsel.*** The committee may issue advisory opinions on any advertisement filed with the state bar. If the committee finds that an advertisement does not comply with these rules, it may issue an advisory opinion to bar counsel within 30 days of its review. The opinion must include the basis for the Committee's finding of noncompliance and a recommendation that bar counsel issue a notice to the lawyer or law firm requesting a correction or withdrawal of the advertisement. If bar counsel accepts the committee's recommendation and issues the notice, the advertising lawyer or law firm has 30 days to respond to bar counsel's notice. Bar counsel may initiate appropriate disciplinary action if the lawyer or law firm fails to file a timely response.

(c) ***Pre-dissemination review.*** A lawyer or law firm may file a written request with the state bar seeking an advance opinion on whether a proposed advertisement complies with these Rules. The request shall be made in the form and manner designated by the state bar. Upon receipt of such request, the state bar shall submit it to the appropriate Standing Lawyer Advertising Advisory Committee for its review.

(1) ***Advance opinion.*** Within 30 days of submission, the committee shall issue an advance opinion to the lawyer or law firm submitting the request for pre-dissemination review. The opinion shall include a finding of whether the proposed advertisement is in compliance with these Rules. If the Committee finds that the advertisement is not in compliance, then the opinion shall also include the basis for the finding and instructions on how the proposed advertisement can be corrected. Such an adverse opinion must also notify the lawyer or law firm of an opportunity for a hearing on the committee's finding of noncompliance and the procedure for requesting such a hearing.

(2) ***Appeal.*** An adverse advance opinion of one committee may be appealed by the requestor in writing to the other committee, which decision shall be controlling.

(d) ***Limitations; when binding on discipline authority.*** The committees created under this Rule are primarily dedicated to providing independent, volunteer peer advance opinions to lawyers upon request as a safe-harbor to future disciplinary action only. No request for an advance opinion shall be granted after a disciplinary investigation is commenced on the subject advertisement. In the event an opinion is inadvertently issued by a committee during or after a disciplinary review is in progress, the decision

of any disciplinary panel convened pursuant to Supreme Court Rule 105 shall be controlling.

An advance opinion of noncompliance issued under this Rule shall not be binding on any disciplinary panel or bar counsel. An advance finding of compliance is binding on the disciplinary panel and bar counsel in favor of the advertising lawyer provided that the representations, statements, materials, facts and written assurances received in connection therewith are true and not misleading. An advance opinion of compliance constitutes admissible evidence if offered by a party.

(e) ***Annual report.*** The board of governors shall file an annual report with the clerk of this court that addresses, among other things, the state bar's efforts to enforcement of the rules, the operation of the standing committees, the effectiveness of the current rules and any changes to the rules that this court should consider. The first report under this paragraph shall be filed by December 31, 2008, and then annually thereafter.

Model Rule Comparison—2007

New Rule 7.2B is a Nevada-specific Rule; it has no counterpart in the ABA Model Rules.

RPC 1.4. Communication.

(a) A lawyer shall:

(1) Promptly inform the client of any decision or circumstance with respect to which the client's informed consent is required by these Rules;

(2) Reasonably consult with the client about the means by which the client's objectives are to be accomplished;

(3) Keep the client reasonably informed about the status of the matter;

(4) Promptly comply with reasonable requests for information; and

(5) Consult with the client about any relevant limitation on the lawyer's conduct when the lawyer knows that the client expects assistance not permitted by the Rules of Professional Conduct or other law.

(b) A lawyer shall explain a matter to the extent reasonably necessary to permit the client to make informed decisions regarding the representation.

(c) ***Lawyer's Biographical Data Form.*** Each lawyer or law firm shall have available in written form to be provided upon request of the State Bar or a client or prospective client a factual statement detailing the background, training and experience of each lawyer or law firm.

(1) The form shall be known as the "Lawyer's Biographical Data Form" and shall contain the following fields of information:

(i) Full name and business address of the lawyer.

(ii) Date and jurisdiction of initial admission to practice.

(iii) Date and jurisdiction of each subsequent admission to practice.

(iv) Name of law school and year of graduation.

(v) The areas of specialization in which the lawyer is entitled to hold himself or herself out as a specialist under the provisions of Rule 7.4.

(2) Upon request, each lawyer or law firm shall provide the following additional information detailing the background, training and experience of each lawyer or law firm, including but not limited to:

(i) Names and dates of any legal articles or treatises published by the lawyer, and the name of the publication in which they were published.

(ii) A good faith estimate of the number of jury trials tried to a verdict by the lawyer to the present date, identifying the court or courts.

(iii) A good faith estimate of the number of court (bench) trials tried to a judgment by the lawyer to the present date, identifying the court or courts.

(iv) A good faith estimate of the number of administrative hearings tried to a conclusion by the lawyer, identifying the administrative agency or agencies.

(v) A good faith estimate of the number of appellate cases argued to a court of appeals or a supreme court, in which the lawyer was responsible for writing the brief or orally arguing the case, identifying the court or courts.

(vi) The professional activities of the lawyer consisting of teaching or lecturing.

(vii) The names of any volunteer or charitable organizations to which the lawyer belongs, which the lawyer desires to publish.

(viii) A description of bar activities such as elective or assigned committee positions in a recognized bar organization.

(3) A lawyer or law firm that advertises or promotes services by written communication not involving solicitation as prohibited by Rule 7.3 shall enclose with each such written communication the information described in paragraph (c)(1) of this Rule.

(4) A copy of all information provided pursuant to this Rule shall be retained by the lawyer or law firm for a period of 3 years after last regular use of the information.

Model Rule Comparison—2007

Rule 1.4 (formerly Supreme Court Rule 154) is the same as ABA Model Rule 1.4, except that the 2007 amendments include language in paragraph (c) that was previously part of repealed Rule 7.2A(a) through (d) and (f) (formerly Supreme Court Rule 196.5) which is Nevada-specific language and has no counterpart in the Model Rules.

RPC 1.18. Duties to Prospective Client.

(a) A person who discusses with a lawyer the possibility of forming a client-lawyer relationship with respect to a matter is a prospective client.

(b) Even when no client-lawyer relationship ensues, a lawyer who has had discussions with a prospective client shall not use or reveal information learned in the consultation, except as Rule 1.9 would permit with respect to information of a former client.

(c) A lawyer subject to paragraph (b) shall not represent a client with interests materially adverse to those of a prospective client in the same or a substantially related matter if the lawyer received information from the prospective client that could be significantly harmful to that person in the matter, except as provided in paragraph (d). If a lawyer is disqualified from representation under this paragraph, no lawyer in a firm with which that

lawyer is associated may knowingly undertake or continue representation in such a matter, except as provided in paragraph (d).

(d) When the lawyer has received disqualifying information as defined in paragraph (c), representation is permissible if:

(1) Both the affected client and the prospective client have given informed consent, confirmed in writing, or:

(2) The lawyer who received the information took reasonable measures to avoid exposure to more disqualifying information than was reasonably necessary to determine whether to represent the prospective client; and

(i) The disqualified lawyer is timely screened from any participation in the matter and is apportioned no part of the fee therefrom; and

(ii) Written notice is promptly given to the prospective client.

(e) A person who communicates information to a lawyer without any reasonable expectation that the lawyer is willing to discuss the possibility of forming a client-lawyer relationship, or for purposes which do not include a good faith intention to retain the lawyer in the subject matter of the consultation, is not a "prospective client" within the meaning of this Rule.

(f) A lawyer may condition conversations with a prospective client on the person's informed consent that no information disclosed during the consultation will prohibit the lawyer from representing a different client in the matter. If the agreement expressly so provides, the prospective client may also consent to the lawyer's subsequent use of information received from the prospective client.

(g) Whenever a prospective client shall request information regarding a lawyer or law firm for the purpose of making a decision regarding employment of the lawyer or law firm:

(1) The lawyer or law firm shall promptly furnish (by mail if requested) the written information described in Rule 1.4(c).

(2) The lawyer or law firm may furnish such additional factual information regarding the lawyer or law firm deemed valuable to assist the client.

(3) If the information furnished to the client includes a fee contract, the top of each page of the contract shall be marked "SAMPLE" in red ink in a type size one size larger than the largest type used in the contract and the words "DO NOT SIGN" shall appear on the client signature line.

Model Rule Comparison—2007

Rule 1.18 is the same as ABA Model Rule 1.18 except for the addition of two provisions—paragraphs (e) and (f). The first clause of paragraph (e) regarding communications "without any reasonable expectation that the lawyer is willing to discuss the possibility of forming a client-lawyer relationship" is based on comment 2 to the Model Rule. The second clause of paragraph (e) regarding "purposes which do not include a good faith intention to retain the lawyer in the subject matter of the consultation" is Nevada specific. Paragraph (f) is taken from comment 5 to the Model Rule. The 2007 amendment added paragraph (g). The language in this paragraph was previously part of repealed Rule 7.2A(e) (formerly Supreme Court Rule 196.5) which is Nevada-specific language and has no counterpart in the Model Rules.

RPC 7.3. Communications With Prospective Clients.

(a) **Direct contact with prospective clients.** Except as permitted pursuant to paragraph (d) of this Rule, a lawyer shall not solicit professional employment from a prospective client with whom the lawyer has no family or prior professional relationship, by mail, in person or otherwise, when a significant motive for the lawyer's doing so is the lawyer's pecuniary gain. The term "solicit" includes contact in person, by telephone, telegraph or facsimile, by letter or other writing, or by other communication directed to a specific recipient.

(b) **Direct or indirect written advertising.** Any direct or indirect written mail communication or advertising circular distributed to persons not known to need legal services of the kind provided by the lawyer in a particular matter, but who are so situated that they might in general find such services useful, shall contain the disclaimers required by Rule 7.2. The disclaimers shall be in a type size and legibility sufficient to cause the disclaimers to be conspicuous, and in a size at least as large as the largest of any telephone number appearing in the ad.

(c) **Additional disclaimer on mailers or written advertisements or communications.** Direct or indirect mail envelope, and written mail communications or advertising circulars shall contain, upon the outside of the envelope and upon the communication side of each page of the communication or advertisement, in legible type that is at least twice as large as the largest type used in the body of the communication, in red ink, the following warning:

NOTICE: THIS IS AN ADVERTISEMENT!

(d) **Target mail to prospective clients.** Written communication directed to a specific prospective client who may need legal services due to a

particular transaction or occurrence is prohibited in Nevada within 45 days of the transaction or occurrence giving rise to the communication. After 45 days following the transaction or occurrence, any such communication must comply with paragraphs (b) and (c) of this Rule and must comply with all other Rules of Professional Conduct.

Model Rule Comparison—2007

Rule 7.3 (formerly Supreme Court Rule 197) addresses the same subject matter as ABA Model Rule 7.3, but the text of the rule is different. The 2007 amendments made no changes to this Rule.

RPC 7.4. Communication of Fields of Practice and Specialization.

(a) A lawyer may communicate that the lawyer is a specialist or expert or that he or she practices in particular fields of law, provided the lawyer complies with this Rule. Nothing in this Rule shall be construed to prohibit communication of fields of practice unless the communication is false or misleading.

(b) **Patent law.** 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.

(c) **Admiralty law.** A lawyer engaged in admiralty practice may use the designation "Admiralty," "Proctor in Admiralty" or a substantially similar designation.

(d) **Specialist or expert.** In addition to the designations permitted by paragraphs (b) and (c) of this Rule, a lawyer may communicate that he or she is a specialist or expert in a particular field of law if the lawyer complies with the provisions of this paragraph.

(1) **Certification.** The lawyer must be certified as a specialist or expert by an organization that has been approved under Rule 7.4A.

(2) **Practice hours; CLE; liability coverage; reporting.** The lawyer must meet the following requirements for practice hours devoted to each field of specialization, continuing legal education in each field of specialization, and professional liability coverage:

(i) The lawyer shall have devoted at least one-third of his or her practice to each designated field of specialization for each of the preceding 2 calendar years.

(ii) The lawyer shall have completed 10 hours of accredited continuing legal education in each designated field of specialization of practice during the preceding calendar year. The carry-forward and exemption provisions of Supreme Court Rules 210 and 214 do not apply. In reporting under subparagraph (iv), the lawyer shall identify the specific courses and hours that apply to each designated field of specialization.

(iii) The lawyer shall carry a minimum of \$500,000 in professional liability insurance, with the exception of lawyers who practice exclusively in public law. The lawyer shall provide proof of liability coverage to the state bar as part of the reporting requirement under subparagraph (iv).

(iv) The lawyer shall submit written confirmation annually to the state bar and board of continuing legal education demonstrating that the lawyer has complied with these requirements. The report shall be public information.

(3) **Registration with state bar.** The lawyer must file a registration of specialty, along with a \$250 fee, with the executive

director of the state bar on a form supplied by the state bar. The form shall include attestation of compliance with paragraph (d)(2) for each specialty registered.

(i) **Annual renewal.** A lawyer registered under this Rule must renew the registration annually by completing a renewal form provided by the state bar, paying a \$250 renewal fee, and providing current information as required under paragraph (d)(2) for each specialty registered. The lawyer must submit the renewal form to the executive director of the state bar on or before the anniversary date of the initial filing of the registration of specialty with the state bar.

(ii) **Registration of multiple specialties.** A lawyer may include more than one specialty on the initial registration or include additional specialties with the annual renewal without additional charge. Additional specialties added at any other time will be assessed a one-time \$50 processing fee.

(4) **Revocation and reinstatement.** The board of governors shall establish rules and procedures governing administrative revocation and reinstatement of the right to communicate a specialty for failure to pay the fees set forth in paragraph (d)(3), including reasonable processing fees for late payment and reinstatement.

(5) **Advertising.** A lawyer certified as a specialist under this Rule may advertise the certification during such time as the lawyer's certification and the state bar's approval of the certifying organization are both in effect. Advertising by a lawyer regarding the lawyer's certification under this Rule shall comply with Rules 7.1 and 7.2 and shall clearly identify the name of the certifying organization.

(e) **Temporary exemption from CLE requirements.** The board of governors or its designee may grant a member's request for temporary exemption from completion of the specific continuing legal education requirements imposed by this Rule for exceptional, extreme, and undue hardship unique to the member.

(f) **Extension to complete CLE requirements.** If a lawyer is unable to complete the hours of accredited continuing legal education during the preceding calendar year as required by this Rule, the lawyer may apply to the board of continuing legal education for an extension of time in which to complete the hours. For good cause the board may extend the time not more than 6 months.

(g) **Records.** A lawyer who communicates a specialty pursuant to this Rule shall keep time records to demonstrate compliance with paragraph (d)(2). Such records shall be available to the State Bar of Nevada and the board of continuing legal education on request.

(h) **Guidelines.** The board of governors of the state bar shall be authorized to formulate and publish a set of guidelines to aid members of the state bar in complying with the requirements of this Rule.

(i) **Law lists and legal directories.** This Rule does not apply to listings placed by a lawyer or law firm in reputable law lists and legal directories that are primarily addressed to lawyers.

Model Rule Comparison—[2006] 2007

Rule 7.4 (formerly Supreme Court Rule 198) is similar to ABA Model Rule 7.4. Paragraphs (a) through (c) of the Rule are the same as paragraphs (a) through (c) of the Model Rule. Paragraph (d) of the Rule addresses the same subject matter (certification as a specialist) as paragraph (d) of the Model Rule, but the text of the Nevada Rule is different and provides detailed

requirements for a lawyer to communicate that he or she is a specialist in a particular field of the law. Paragraphs (e) through (k) are Nevada-specific provisions and have no counterpart in the Model Rule. The 2007 amendments repealed paragraphs (e) and (f) to remove limitations on the communication of fields of practice and renumbered paragraphs (g) through (k) as (e) through (i).

RPC 7.4A. State Bar Approval of Organizations That Certify Lawyers as Specialists. The board of governors of the state bar may, for the purposes of Rule 7.4, approve organizations that certify lawyers as specialists in accordance with this Rule. The board of governors may, in its discretion, appoint a committee to assist the board in implementing a program for the approval of certifying organizations. Any such committee shall be comprised of members of the state bar and such others whom the board of governors deems necessary and proper.

(a) **Rules; authority.** The board of governors shall implement rules and standards by which the board approves organizations to certify lawyers as specialists in particular areas of law, and which describe the conditions and procedures under which such approval shall be granted, maintained, and revoked. The board shall retain jurisdiction to approve, deny, or revoke approval of a certifying organization under this Rule and may establish fees for administering its duties under this Rule. At its discretion, the board may delegate any other duties associated with approving specialty certification organizations as it deems necessary and proper.

(b) **Minimum standards for certifying organizations.** To be approved under this Rule, in addition to meeting the standards adopted by the board of governors, an organization that certifies lawyers as specialists in

a particular area of the law must make certification available to all lawyers who meet objective and consistently applied standards relevant to the specialty area of law.

(c) **Duration of approval; renewal; revocation.** The board's approval of the certifying organization shall be valid for a period of 5 years, subject to discretionary renewal upon application by the organization. The board of governors may revoke approval of a certifying organization at any time for violation of this Rule or violation of any other terms and conditions of the approval. Notice of a decision to deny approval, deny renewal, or revoke approval shall be provided to the petitioning organization and an opportunity to appeal provided.

Model Rule Comparison—[2006] 2007

Rule 7.4A (formerly Supreme Court Rule 198.5) is a Nevada-specific Rule; it has no counterpart in the ABA Model Rules. The 2007 amendments made no changes to this Rule.

RPC 7.5. Firm Names and Letterheads.

(a) A lawyer shall not use a firm name, letterhead, or other professional designation that violates Rule 7.1. A trade name may be used by a lawyer in private practice if it does not imply a connection with a government agency or with a public or charitable legal services organization and is not otherwise in violation of Rule 7.1.

(b) A law firm with offices in more than one jurisdiction that has registered with the State Bar of Nevada under Rule 7.5A may use the same name in each jurisdiction. Identification of the lawyers in an office of the firm shall indicate the jurisdictional limitations on those not licensed to practice in the jurisdiction where the office is located.

(c) The name of a lawyer holding a public office shall not be used in the name of a law firm, or in communications on its behalf, during any substantial period in which the lawyer is not actively and regularly practicing with the firm. This provision does not apply to a lawyer who takes a brief hiatus from practice to serve as an elected member of the Nevada State Legislature when the legislature is in session.

(d) Lawyers may state or imply that they practice in a partnership or other organization only when that is the fact.

Model Rule Comparison—2007

Rule 7.5 (formerly Supreme Court Rule 199) is the same as ABA Model Rule 7.5 with two exceptions. First, paragraph (b) of the Rule includes a reference to Rule 7.5A, which requires a law firm with offices in more than one jurisdiction to register with the state bar, and is worded slightly different than the Model Rule. Second, the last sentence in paragraph (c) is a Nevada-specific provision that does not appear in the Model Rule. The 2007 amendments made no changes to this Rule.

SCR 106. Privilege and limitation.

1. **Privilege.** All participants in the discipline process, including grievants, bar counsel staff, members of disciplinary panels, diversion and mentoring participants, and witnesses, shall be absolutely immune from civil liability. No action may be predicated upon the filing of a disciplinary complaint or grievance or any action taken in connection with such a filing by any of the participants. Except that any disclosures made pursuant to Rule 121(16) shall not be immune under this rule.

2. **Limitation.** Disciplinary proceedings shall not be commenced against an attorney for alleged misconduct occurring more than 4 years prior

to the receipt of the grievance or filing of the complaint by bar counsel. In the event of fraud or concealment, the 4-year period begins on the date the fraud or concealment was discovered by the grievant, or on the date facts were known to bar counsel, which should have lead bar counsel to discover the alleged misconduct. For purposes of Rule of Professional Conduct 7.2A (Advertising Filing Requirements), the 4-year period begins on the date the advertisement or communication was actually known to bar counsel.



**STATE BAR OF NEVADA
MANDATORY ADVERTISING FILING FORM
PURSUANT TO RPC 7.2A
(updated 12/07)**

For SBN Use Only

Ad. #: _____

Date Rec'd _____

District _____

Type of Ad _____

Ackn. Letter Sent _____

Effective September 1, 2007, Rule of Professional Conduct ("RPC") 7.2A (Advertising Filing Requirements) requires that a lawyer **file** with the state bar a copy or recording of an advertisement or written or recorded communication within 15 days of first dissemination along with a form supplied by the state bar, except those advertisements exempt pursuant to Advertising Committee Rule ("ACR") 2(o). If desired, advance opinion may be obtained pursuant to RPC 7.2(B) by submitting a copy of the advertisement with an application form and the fee required by ACR 8. If an advance opinion is requested, the committee shall issue a written opinion within 30 days of submission.

INSTRUCTIONS FOR SUBMISSION OF THE FILING FORM

1. Complete Filing Form in full. Please print or type. Application may be reproduced.
2. A separate Filing Form must be submitted for each advertisement or writing.
3. Attached advertisement or writing.
 - > Each form regarding a written, recorded or other electronic media advertisement or solicitation shall be accompanied by a copy of the advertisement or solicitation.
 - > An audio or video advertisement shall be accompanied by a recording of the advertisement and a written transcript of the recording.
 - > Audio and video recordings shall be submitted in DVD, CD or e-mail format.
 - > Any public media advertisement or solicitation communication in a non-English language shall be accompanied by a complete, accurate English translation.
4. If requesting a waiver of the electronic filing requirement, submit written explanation of good cause. This only applies to television or radio ads.

4. Mail an original of each completed Filing Form with all attachments to:

Advertising Administrator
State Bar of Nevada
600 East Charleston Blvd.
Las Vegas, NV 89104

or send electronically to:

louisew@nvbar.org

A separate Filing Form must be submitted for each advertisement or writing.

For questions concerning filing requirements visit www.nvbar.org, or call 702-382-2200.

Lawyer: _____ Bar Number _____

Firm: _____

Firm's Principal Office Address: _____

Phone: _____ Fax: _____ E-mail: _____

Nature of advertisement or written solicitation:

- | | | |
|------------------------------|-------------------------------|-------------------------------------|
| A. _____ Letter | C. _____ Newspaper/Periodical | E. _____ Billboards and other signs |
| B. _____ Telephone Directory | D. _____ Television/Radio | F. _____ Other, explain: |

State the date the advertisement or writing was first disseminated or mailed: _____

State where the advertisement is disseminated (i.e. which newspapers, telephone directories, periodicals, television stations, there may be more than one):

Is a waiver of the electronic filing requirement being requested Yes _____ No _____

Does the advertisement or writing disclose or allude to a specific fee, range of fees, or that the lawyer or law firm will render fees on a contingent fee basis? Yes _____ No _____

Does the advertisement or writing disclose the existence of an office other than the firm's principal office? Yes _____ No _____

Does the advertisement or writing designate or allude to one or more specific areas of practice? Yes _____ No _____

Identify any lawyers depicted in the advertisement: _____

Identify any actual employees of the lawyer/firm depicted in the advertisement with job title: _____

Identify any actual clients depicted in the advertisement along with such clients' addresses and phone numbers: _____

Identify any actors used in the advertisement: _____

Additional or Substantiating information:

[REDACTED]

FOR COMMITTEE USE ONLY			
DATE _____	_____	TE _____	_____
_____	_____	_____	_____

This check list is provided for your benefit only and does not need to be returned with your filing form. This check list is provided in an effort to help you identify the most common problem areas with compliance in advertisements before filing.

Have you done following?

Included disclaimers for any statements regarding past results, such as, "this does not guarantee, warranty or predict the outcome of your case." (7.1b)

Not made any claims comparing your service to those of other attorneys which can not be validated. If you have made comparative statements, have you included substantiating information on your filing form? (7.1c)

Not included any client testimonials or endorsements which would be either fictional or scripted? Can your testimonials be validated? (7.1d)

Included actor disclaimers for all actors portraying either clients or staff? Have you identified any spokesmen as such? Have you only used attorneys to portray attorneys? (7.2b)

Included the name of a lawyer or law firm in the ad? (7.2d)

Included a prominently displayed contingency fee disclaimer if a contingency fee is advertised? (7.2e)

Included a disclaimer regarding a specific fee or range of fees which indicates any limiting conditions to the availability of the fee. (7.2f)

Included "This is an advertisement" on all written solicitations? (7.3c)

Not used the word specialist or expert or any derivative thereof unless the advertising attorney has been certified a specialist or expert by an organization approved under RPC 7.4A. (7.4d)

Included biographical information on all written solicitations? (1.4 c-3)

Tombstone as defined by Advertising Committee Rule (ACR) 2(o):

Tombstone. Advertisements which are limited to the following information shall be considered "tombstone" advertisements which are exempt from filing under this Rule:

(a) The name of the lawyer or firm and lawyers associated with the firm, with office addresses, telephone numbers, office and telephone service hours, telecopier numbers, e-mail and website information, and a designation of the profession such as attorney, lawyer, law office, or firm;

(b) The fields of law in which the lawyer or firm advertises a certification, limited practice, or specialty, and required related information as set forth in RPCs 7.2 and 7.4, provided the lawyer is otherwise qualified to make those statements in compliance with those Rules;

(c) The date of admission of the lawyer or lawyers to the State Bar of Nevada, to federal courts, and to the bars of other jurisdictions;

(d) Technical and professional licenses granted by this state and other recognized licensing authorities;

(e) Foreign language ability;

(f) Identification of prepaid or group legal service plans in which the lawyer participates provided the participation is otherwise compliant with SCR 42.5;

(g) The acceptance or non-acceptance of credit cards; and

(h) In addition to the exceptions listed in subparagraphs (a)-(g) above, listings in a regularly published law list; newsletters or other similar publications directed primarily to other lawyers and legal professionals; and announcements limited to change of address, affiliation, or staffing are exempt from filing.