

## *Advertising Review Committee Adopts Internal Interpretive Comments for Use by State Bar Staff*

To assist lawyers advertising in the public media or soliciting prospective clients by written communications, the Advertising Review Committee has adopted Internal Interpretive Comments to be used by staff. The Interpretive Comments are designed to establish objective means for staff members to review advertisements or writings and to determine whether they comply with Part 7 of the Texas Disciplinary Rules of Professional Conduct. If the statements and representations contained in advertisements or writings comply with the Interpretive Comments, staff is authorized to approve them. (Dates in parentheses indicate date of original publication in the *Texas Bar Journal*.)

### **Trade Names (February 2006)**

Rule 7.01(e) prohibits a lawyer from advertising in the public media or seeking public employment by any communication under a "trade or fictitious name." Texas Professional Ethics Opinion No. 529 authorizes the use of firm names such as "Jones, Smith & Doe," "Jones, Smith & Doe, P.C.," and "Law Offices of Jones, Smith & Doe." Firm names such as "JonesLaw," "Jones Law," and "Jones Law, P.C." are not permissible because the name claims or implies a quality of the firm beyond the fact that the firm renders legal services. Among other things, the use for the term "Law" as a noun, or as a part of a noun, in a firm name constitutes — in the

absence of a firm lawyer named "Law" — an impermissible trade name.

Uniform Resource Locators (URLs) cannot be used as a trade name, but can be advertised as the Internet address for the lawyer or law firm as long as the requirements of the Rules are met.

## **Call for Award Nominations**

The Legal Services to the Poor in Civil Matters Committee of the State Bar of Texas seeks nominations for:

**The Frank J. Scurlock Award** — For the attorney who has done outstanding pro bono work in the field of providing legal services to indigents.

**The Pro Bono Award** — For the volunteer attorney organization that makes an outstanding contribution toward guaranteeing indigents access to the legal system.

**The J. Chrys Dougherty Legal Services Award** — For the Legal Services Corporation/IOLTA-funded staff attorney who has made outstanding efforts beyond normal job expectations on behalf of indigents. This award is presented jointly by the committee and the Texas Bar Foundation and includes a cash stipend.

**The W. Frank Newton Award** — For the group of attorneys (e.g. law firm, corporate law department, government attorney office, or law school faculty) whose members have made an outstanding contribution in the provision of or access to legal services to the poor.

The 2006 awards will be presented at the State Bar Annual Meeting in Austin in June. Nominations must be submitted on nomination forms (available at [www.texasbar.com](http://www.texasbar.com)) or by contacting Texas Lawyers Care. Each nominee must be a member in good standing of the State Bar of Texas. Please send an original plus eight copies of each nomination packet to: Legal Services to the Poor in Civil Matters Committee, c/o Texas Lawyers Care, State Bar of Texas, P.O. Box 12487, Austin 78711-2487. All nominations must be received by 5 p.m., Wednesday, March 1. For more information, call Texas Lawyers Care at (800)204-2222, Ext. 2155 (463-1463, Ext. 2155 in Austin).

## **TYLA Minority Director Nominations**

The deadline for nominations for minority at-large director positions on the TYLA Board of Directors is March 15. Written nominations should include a letter of nomination and a resume. Two positions are open: one candidate shall be selected from districts including the cities of Austin, Dallas, Fort Worth, Houston, and San Antonio; the other shall be from cities in any other district. Send nominations to Texas Young Lawyers Association, Minority Involvement Committee, P.O. Box 12487, Austin 78711-2487. A recommendation for appointment will be made at the May TYLA Board of Directors meeting. For more information, call (800)204-2222, Ext. 6429.