

KENTUCKY BAR ASSOCIATION
Ethics Opinion KBA E-183
Issued: May 1978

This opinion was decided under the Code of Professional Responsibility, which was in effect from 1971 to 1990. Lawyers should consult the current version of the Rules of Professional Conduct and Comments, SCR 3.130 (available at <http://www.kybar.org>), especially Rules 7.01-7.50 and the Attorneys' Advertising Commission Regulations, before relying on this opinion.

Question: May a law firm which moved office locations notify the public at large of the change by publishing an advertisement in the local newspapers?

Answer: Yes.

References: Bates v. State Bar of Arizona, 97 S.Ct. 269 (1977)

OPINION

Bates v. State Bar of Arizona, 97 S.Ct. 269 (1977) permits limited, discrete and non-misleading advertising of routine services. Such restricted commercial speech serves individual and societal interests in assuring informed and reliable decision making.

Note to Reader

This ethics opinion has been formally adopted by the Board of Governors of the Kentucky Bar Association under the provisions of Kentucky Supreme Court Rule 3.530 (or its predecessor rule). The Rule provides that formal opinions are advisory only.