

**KENTUCKY BAR ASSOCIATION**  
**Ethics Opinion KBA E-249**  
Issued: July 1981

***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 publish an announcement in a local newspaper, notifying the general public of the opening of new offices, of the addition of associates, the formation of new partnerships, or the relocation of offices, where publication of such notices has been the custom for 150 years?

**Answer:** Yes.

**References:** SCR 3.135; Opinion KBA E-162

**OPINION**

The purpose of this opinion is to eliminate KBA E-162. In that opinion, the Ethics Committee in March of 1977 stated the answer to the question was: "No."

It is the feeling of the Ethics Committee that since SCR 3.135 became effective on June 1, 1978, that the Advertising Rule in Kentucky will now allow such notification to the general public, as long as it complies completely with SCR 3.135.

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***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.*