

KENTUCKY BAR ASSOCIATION
Ethics Opinion KBA E-15
Issued: November 1963

Question: May an attorney list his name in a monthly magazine that once a year publishes the names of attorneys engaged in a special branch of practice where list is not ABA approved?

Answer: No.

References: Canon 27, 43

OPINION

May an attorney list his name in a monthly magazine that once a year publishes the names of attorneys engaged in a special branch of practice?

Canon 27 provides that:

Publication in a reputable law list in a manner consistent with the standards of conduct imposed by these Canons of brief biographical and informative data is permissible.... A certificate of compliance with the Rules and Standards issued by the Special Committee on Law Lists may be treated as evidence that such list is reputable.

However, Opinion 116 holds that a professional card may not be published in an insurance magazine as a violation of Canon 43. Opinion 133 holds that the card may not be published in a trade magazine.

In view of the fact that it does not appear that the magazine in question has been approved by the ABA Committee on Law Lists and the holding of Opinions 116 and 133, it is the opinion of this Committee that the attorney may not list his name in the publication.

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). Note that the Rule provides: "Both informal and formal opinions shall be advisory only; however, no attorney shall be disciplined for any professional act on his part performed in compliance with an opinion furnished to him on his petition, provided his petition clearly, fairly, accurately and completely states his contemplated professional act."