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.

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.