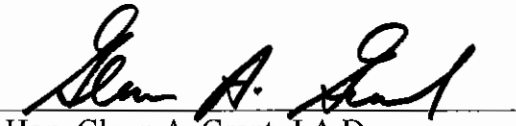


NOTICE TO THE BAR

REVISED ATTORNEY ADVERTISING GUIDELINE 3

ATTORNEY ADVERTISEMENTS: USE OF QUOTATIONS OR EXCERPTS FROM JUDICIAL OPINIONS ABOUT THE LEGAL ABILITIES OF AN ATTORNEY

The New Jersey Supreme Court has approved the attached revised version of Attorney Advertising Guideline 3, "Attorney Advertisements: Use of Quotations or Excerpts from Judicial Opinions about the Legal Abilities of an Attorney," to be effective immediately. Also attached is the revised Official Comment to that guideline. The revised Guideline and Official Comment supersede in their entirety the versions that were approved in 2012. The Attorney Advertising Guidelines are incorporated into the Rules of Court and appear immediately following the Rules of Professional Conduct (after the Part I rules).



Hon. Glenn A. Grant, J.A.D.
Acting Administrative Director

Dated: October 15, 2014

ATTORNEY ADVERTISING GUIDELINE 3

Attorney Advertisements: Use of Quotations or Excerpts from Judicial Opinions about the Legal Abilities of an Attorney

An attorney or law firm may include, on a website or other advertisement, an accurate quotation or excerpt from a court opinion (oral or written) about the attorney's abilities or legal services. The following disclaimer must be prominently displayed in proximity to such quotation or excerpt: "This comment, made by a judge in a particular case, is not an endorsement of my legal skill or ability."

Official Comment to Guideline 3 (by the Supreme Court)

It is the responsibility of the attorney to confirm the accuracy of the quotation or excerpt. Court opinions or official transcripts of proceedings are the proper source to confirm statements posted on a website or used in some other form of advertising.

Note: Guideline and Official Comment adopted May 15, 2012 to be effective June 1, 2012;
revised Guideline and Official Comment adopted October 15, 2014 to be effective immediately.