

Order

Michigan Supreme Court
Lansing, Michigan

May 30, 2018

Stephen J. Markman,
Chief Justice

ADM File No. 2016-27

Amendment of Rule 7.2
of the Michigan Rules of
Professional Conduct

Brian K. Zahra
Bridget M. McCormack
David F. Viviano
Richard H. Bernstein
Kurtis T. Wilder
Elizabeth T. Clement,
Justices

On order of the Court, notice of the proposed changes and an opportunity for comment in writing and at a public hearing having been provided, and consideration having been given to the comments received, the following amendment of Rule 7.2 of the Michigan Rules of Professional Conduct is adopted, effective September 1, 2018.

[Additions to the text are indicated in underlining
and deleted text is shown by strikeover.]

Rule: 7.2 Advertising

(a)-(c) [Unchanged.]

(d) Services of a lawyer or law firm that are advertised under the heading of a phone number, web address, or trade name shall identify the name, office address, and business telephone number of at least one lawyer responsible for the content of the advertisement.

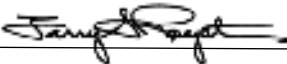
Staff Comment: The amendment of MRPC Rule 7.2 requires certain lawyer advertisements to identify the lawyer or law firm responsible for the advertisement's content. This new language is a revised version of a proposal submitted by the State Bar of Michigan Representative Assembly, and is intended to identify at least one lawyer responsible for the advertisement's content as a way to provide potential clients with important information when the services are advertised under the heading of a phone number, web address, or trade name.

The staff comment is not an authoritative construction by the Court. In addition, adoption of a new rule or amendment in no way reflects a substantive determination by this Court.



I, Larry S. Royster, Clerk of the Michigan Supreme Court, certify that the foregoing is a true and complete copy of the order entered at the direction of the Court.

May 30, 2018


Clerk