

Order

Michigan Supreme Court
Lansing, Michigan

March 27, 2019

Bridget M. McCormack,
Chief Justice

ADM File No. 2016-27

David F. Viviano,
Chief Justice Pro Tem

Amendment of Rule 7.2
of the Michigan Rules of
Professional Conduct

Stephen J. Markman
Brian K. Zahra
Richard H. Bernstein
Elizabeth T. Clement
Megan K. Cavanagh,
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 May 1, 2019.

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

Rule 7.2 Advertising

(a)-(c) [Unchanged.]

(d) For purposes of media advertising, services of a lawyer or law firm that are advertised under the heading of a phone number, web address, icon, or trade name shall identify the name and contact information of at least one lawyer responsible for the content of the advertisement. The identification shall appear on or in the advertisement itself; or, if that is not practical due to space limitations, the identification shall be prominently displayed on the home page of the law firm's website and any other website used by the law firm for advertising purposes.

Comment: [Unchanged.]

Staff Comment: The amendment of MRPC 7.2 requires lawyer media advertisements under the heading of a phone number, web address, icon, or trade name to identify the name and contact information of at least one lawyer responsible for the content of the advertisement. The identification shall appear in the advertisement or, if not practical because of size restrictions, on the homepage of the law firm's website.

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.

March 27, 2019

A handwritten signature in black ink, appearing to read "Larry S. Royster", is written over a horizontal line.

Clerk