

ZoZo Memorandum

Re: Highlights of
Colorado's Rules of
concerning Marketing
7.1-7.5

Date: 9/8/2007

Did you know that the State of New York, in an effort to protect the public against false, deceptive and misleading communications, may soon require its lawyers and firms to file their marketing materials with the ethics committee to ensure their compliance?

As a practicing lawyer in Colorado, there are a few things you **should know** about Colorado's rules on marketing and advertising to potential clients. For your reference, we have compiled a short list below:

- Communications soliciting professional employment from a potential client should clearly state "this is an advertisement."
- It can be considered misleading to state a vast number of years by aggregating the experience of all members of the firm.
- Statements such as "no recovery, no fee" are considered misleading if they do not also mention that a client may have to pay costs of the lawsuit.
- Advertisements shall include the name of at least one lawyer responsible for its content.

- A copy or recording of an advertisement shall be kept by the lawyer for four years.
- A lawyer may state or imply that the lawyer is a specialist, but must disclose that "Colorado does not certify attorneys as specialists in any field."
- The requirement that certain communications be marked "This Is An Advertisement" does not apply to general announcements, including changes in personnel or office locations.
- A lawyer in private practice shall not practice under a tradename, a name that is misleading as to the identity of the lawyer(s) practicing under such a name.

ZoZo Marketing Group, llc can help take the struggle out of your marketing efforts. We are a marketing group that specializes in marketing for attorneys and law firms.

▪ Internet Marketing ▪ Logo Design ▪ Branding ▪ Strategic Marketing Planning ▪

Engage the ZoZo Group - Let our insight be your guide.