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NEW HAMPSHIRE BAR ASSOCIATION
Ethics Committee Advisory Opinion
Advertising Non-Legal Experience

October 14, 1980

INFORMAL OPINION

ADOPTED BY COMMITTEE: OCTOBER 14, 1980

Advertising Non-Legal Experience

Facts: A recently admitted attorney wishes to advertise his non-legal experience in computer software development. He would use a business card type advertisement indicating a preference for the type of law practiced and the amount of experience in the particular field.

Issue: May an attorney advertise his non-legal experience in a particular technological field, in which he seeks now to practice law.

Response: No.

Reasoning and Conclusion: Committee members were concerned with possible violations of DR 2-101 (C) (2) (3) (4). These sections deal with statements that; omit to state a material fact that is likely to mislead; are intended to create an unjustified expectation; or state that a lawyer is a certified or recognized specialist. The committee approves of language to the effect that contract evaluation and drafting are preferred areas of practice. But because of the risk of misleading the public, the committee believes that experience should be omitted from the card, or in the alternative that a caveat should be included to the effect that the computer experience was non-legal.