

SUPREME COURT COMMITTEE TO STUDY LAWYER ADVERTISING RULES

NOTICE

COMMITTEE REQUEST FOR PUBLIC COMMENT REGARDING REVISION OF IOWA RULES OF PROFESSIONAL CONDUCT ON ATTORNEY ADVERTISING

On April 15, 2011, the Iowa Supreme Court appointed a committee to study Iowa's lawyer advertising rules for the purpose of improving their effectiveness. The Court charged the committee with assessing the efficacy of the current advertising rules and recommending whether new rules or amendments to the rules are necessary. The court further charged the committee with studying the ABA Model Rules of Professional Conduct and making a recommendation to the court regarding adoption of the Model Rules in place of the current Iowa rules on attorney advertising.

The Committee recently finished its assessment of the current advertising rules and study of the ABA Model Rules. One member of the committee has prepared a memo addressing the constitutionality of the advertising rules. Another member has prepared a memo comparing the Iowa advertising rules to the ABA model rules. A third member of the committee has prepared a memo comparing the Iowa advertising rules to the advertising rules of the surrounding states.

None of these memos represents the official view of the committee or the Iowa Supreme

Court. The Committee is making these memos, together with the Iowa advertising rules and ABA Model Rules on advertising, available to the public for the sole purpose of assisting the public in making their comments. The memos, as well as the Iowa advertising rules and ABA Model Rules on advertising, may be found on the Judicial Branch website, at:

www.iowacourts.gov/Committee_to_Study_Lawyer_Advertising_Rules/

The Committee now solicits public comment on the adoption of the ABA Model Rules of Professional Conduct pertaining to lawyer advertising. Any interested organization or person may submit written comments. The deadline for submitting comments is 4:30 p.m., October 28, 2011. Comments must comply with the following requirements.

1. Comments must be delivered by email or sent by regular mail to the Supreme Court Committee to Study Lawyer Advertising Rules, Attn. Trinity Braun-Arana, 1111 East Court Avenue, Des Moines, Iowa 50319.
2. Comments submitted by email must be addressed to advertising.comment@iowacourts.gov, must state "attorney advertising rules" in the subject line of the email, and must be sent as an attachment to the email in Microsoft Word format.
3. All comments shall refer to the rule upon which comment is being made.

After the comment deadline, the committee will post a compilation of all comments on the judicial branch website. The committee may hold a public hearing regarding the committee's charge. After that, the committee will make a recommendation to the Supreme Court regarding changes, if any, to the Iowa lawyer advertising rules.

Dated this 29th day of September, 2011.

**By the
COMMITTEE TO STUDY LAWYER ADVERTISING RULES**