

KENTUCKY BAR ASSOCIATION
Ethics Opinion KBA E-231
Issued: March 1980

This opinion was decided under the Code of Professional Responsibility, which was in effect from 1971 to 1990. Lawyers should consult the current version of the Rules of Professional Conduct and Comments, SCR 3.130 (available at <http://www.kybar.org>), especially Rules 7.01-7.50 and the Attorneys' Advertising Commission Regulations, before relying on this opinion.

Question: May an attorney who is a member of the Kentucky Legal Services Plan, Inc. display a decal on his desk or in the reception area indicating that he is a member of this Plan?

Answer: Qualified yes.

References: SCR 3.135; Opinion KBA E-172 (1977); ABA Formal Opinion 338

OPINION

The Committee has previously ruled that one may discreetly indicate in the law office that payment is acceptable through the mode of credit cards, Opinion KBA E-172 (1977). The American Bar Association has stated that one may place a small insignia to be tactfully displayed in the attorney's office, ABA Formal Opinion 338. With the advent of advertising in Kentucky, the lawyer is clearly allowed to advertise the use of credit cards or other credit arrangements which are acceptable, SCR 3.135.

It is the Committee's feeling that an advertisement should still be dignified. Accordingly, as long as the decal or insignia is "tactful" or "dignified" within the attorney's office and/or reception area it may be displayed.

Note to Reader

This ethics opinion has been formally adopted by the Board of Governors of the Kentucky Bar Association under the provisions of Kentucky Supreme Court Rule 3.530 (or its predecessor rule). The Rule provides that formal opinions are advisory only.