

Nebraska Ethics Advisory Opinion for Lawyers  
No. 72-11

INQUIRY HAS BEEN MADE AS TO WHETHER OR NOT IT IS ETHICAL FOR AN ABTRACTER WHO IS A LAWYER TO IDENTIFY HIMSELF AS A LAWYER IN ADVERTISEMENTS PLACED IN TRADE JOURNALS OR SIMILAR PUBLICATIONS.

So doing is in direct violation of DR 2-101(B) of the Code of Professional Responsibility reading in part as follows:

"A lawyer shall not publicize himself, his partner, or associate as a lawyer through newspaper or magazine advertisements, radio or television announcements, display advertisements in city or telephone directories, or other means of commercial publicity, nor shall he authorize or permit others to do so in his behalf except as permitted under DR 2-103. . ."

The exceptions contained in DR 2-103 have no application to the situation described in the present inquiry, hence, the answer must be in the negative.

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