

Proposed Amendment to Rule 7.2 of the Michigan Rules of Professional Conduct

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CURRENT LANGUAGE

Rule 7.2 Advertising


Subject to the provisions of these rules, a lawyer may advertise.

A copy or recording of an advertisement or communication shall be kept for two years after its last dissemination along with a record of when and where it was used.

A lawyer shall not give anything of value to a person for recommending the lawyer's services, except that a lawyer may:

- Pay the reasonable cost of advertising or communication permitted by this rule;
- Participate in, and pay the usual charges of, a not-for-profit lawyer referral service or other legal service organization that satisfies the requirements of Rule 6.3(b);
- and
- Pay for a law practice in accordance with Rule 1.17.

Reasons For The Change

- ▶ Protection of the public
 - ▶ Prevent unauthorized practice of law: non-lawyer case brokers
 - ▶ Require out-of-state lawyers to clearly identify themselves
- 

PROPOSED AMENDMENT

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Services of a lawyer or law firm that are advertised under the heading of a phone number, web address (i.e. law.com), image, or icon shall identify the lawyers or law firm providing the services. Any website advertising the services of a lawyer or law firm must contain the name(s) of the attorney(s) providing the services.

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Factors to Consider

- ▶ First Amendment Issues:
 - Commercial speech
 - Attorney advertising is already subject to regulation
 - Giving the public more information
 - Giving the public accurate information





CAR ACCIDENT
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Motor City Accident Attorneys

Websites

- *Any website advertising the services of a lawyer or law firm must contain the name(s) of the attorney(s) providing the services.*



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The **Motor City Accident Attorneys** team of attorneys are an aggressive, ethical and results-driven law firm that's 100% committed to helping and representing accident and injury victims. Our goal is to achieve the best outcome for our clients, who have the right to receive maximum compensation for their injuries. The **Motor City Accident Attorneys** team of attorneys we don't represent big corporations, insurance companies, product manufacturers or government establishments. We only fight for the rights of those who need it the most -injured victims and their families.

The **Motor City Accident Attorneys** team of attorneys, know that victims that have suffered from an injury or the wrongful death of a loved one face various financial hardships, physical and emotional pain. Medical bills, prescription drugs, lost wages and long-term health care can be incredibly expensive and overwhelming for the victims to deal with. Unfortunately, big corporations and insurance companies are also difficult to deal with, and they try to pay the least amount of compensation possible for the serious injuries the victim has sustained and in the worst cases, wrongful death.

Our team of attorneys at **Motor City Accident Attorneys** have the determination, experience and proper resources needed to pursue each case relentlessly, and we are never intimidated by large defense firms or insurance companies. While many of our cases are resolved through settlement negotiations, mediation, or dispute resolution, we won't hesitate in proceeding to court if a fair settlement for our client can't be reached.

If you or a loved one has been injured in an accident, the **Motor City Accident Attorneys** team of attorneys want to lend you a hand. Our knowledgeable staff is available to answer the phone 24 hours a day, 7 days a week whenever you call our offices. If you're unable to travel to our office because of your injuries, we'll personally visit you at your home, hospital or doctor's office whenever necessary. Your case will always be handled by one of our personal injury lawyers and not a legal assistant or paralegal. Make sure you contact the **Motor City Accident Attorneys** team for a free consultation in Michigan, and let us provide you and your family with dedicated service and get you the compensation you deserve.

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Unemployment Fraud

Accused of Unemployment Fraud? Let former Unemployment Administrative Judge Marshall Disner fight for your rights against excessive penalties and interest.

IRS Tax Defense

We can file back tax returns, negotiate on your behalf, and get results fast. If you owe the IRS money, we can help.

Sexual Abuse

If you have been sexually abused by a helping professional such as a doctor, clergy member or therapist, you have legal options.

Criminal Law

We defend you for DUI, misdemeanors, felonies, theft, assault, domestic violence, drug offenses, and more.

Whistleblower

Receive the protection you are entitled to when speaking out against fraud or misconduct.

Expungement

Our expungement tool can help you determine if you are eligible to have your record cleared.

Accidents & Injuries

Have you been injured? Claim your compensation today, the money is there.

Medical Malpractice

Did your doctor's or physician's incompetence cause you to suffer? Get the settlement you deserve.

Debt Defense

Why combat your debt alone? Our experienced team of debt experts is here to help.

Unemployment Law

Nothing can be as frightening as being laid off and denied Unemployment benefits. Let former Unemployment Judge Marshall Disner fight Michigan's UIA for your benefits!

Estate Planning, Wills, and Trusts

Be confident that your assets, loved ones and wishes will be protected if something happens to you.

Nursing Home Abuse & Neglect

Do you suspect a loved one is being neglected or abused by a caregiver? Take action against the abuser today.

Social Security & Disability

Are you disabled or unable to work and being denied benefits? We'll get you the benefits you deserve.

Veterans' Claims & USERRA Rights

Claim the benefits you've earned by serving your country. Even if you have been denied before, we can help.

Property Tax Appeal

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