



FILING APPLICATION FORM

LAWYER ADVERTISING AND UNSOLICITED WRITTEN COMMUNICATIONS

Rule 7.7 of the Louisiana Rules of Professional Conduct requires that a lawyer **file** with the Rules of Professional Conduct Committee of the Louisiana State Bar Association a copy of each advertisement and unsolicited written communication, unless exempt by Rule 7.8, prior to or at the time of its first dissemination. Alternatively, an Advance Written Advisory Opinion may be obtained by filing a copy of the advertisement or unsolicited written communication at least thirty (30) days prior to its first dissemination or mailing. (If an Advance Written Advisory Opinion is requested for an advertisement that is to be placed in a telephone directory or similar publication, the advertisement must be filed at least thirty (30) days prior to the printing deadline of the publication, rather than thirty (30) days prior to the dissemination date of the printed publication.) [Rev. 11-11-2022]

For Committee Use Only

EC Filing #:

INSTRUCTIONS FOR FILING ADVERTISEMENTS AND UNSOLICITED WRITTEN COMMUNICATIONS

How To Submit A Complete Filing Application Packet

1. Complete Application Form in full. Please print or type. The Form may be reproduced. Applicant must be a Lawyer licensed/admitted in a U.S. jurisdiction, and not disbarred or suspended from practice in any jurisdiction.
2. Attach one (1) copy of the advertisement or unsolicited written communication:
 - For an unsolicited written communication (e.g., letter, mailing, etc.), attach a sample of the actual communication and of any envelope or packaging in which it will be mailed.
 - For a television or radio ad (or any other ad not embodied in written/printed form), attach a typewritten transcript of the ad or communication and a printed copy of any/all text used within the ad that is not contained or appearing within the transcript
 - For a television or radio ad, include ad title or number, and a copy/recording of the actual ad on DVD, CD or "flash drive".
 - If requesting an Advance Written Advisory Opinion for a TV or radio ad that has not yet been produced, a typewritten production script and storyboards may be submitted for review without the copy/recording of the actual ad [which must still be submitted prior to or at the time of the ad's first dissemination in order to complete the filing and evaluation process].
 - If a language other than English is used, attach a complete, typewritten, accurate English translation of the ad or communication, along with a copy of the ad or communication as it appears using the intended language.

- For internet sites or communications, include URL address and a hard-copy print-out of each/all page(s) of website(s)/communications to be evaluated.
3. Enclose check or money order in the amount of **\$175.00** payable to "Louisiana State Bar Association" for each separate advertisement or unsolicited written communication. Late Filings are \$275.00. An application is **considered filed upon receipt by the LSBA**. New Lawyer Discounted Filing Fee*: \$100.00 per timely filing by *lawyers admitted to LSBA <3 years and not in a firm of 5 or more lawyers; *New Lawyer Late Filing Fee: \$200.00.

4. Mail the completed Filing Application Packet to:

**Rules of Professional Conduct Committee
c/o Ethics Counsel (Lawyer Advertising)
Louisiana State Bar Association
601 St. Charles Avenue
New Orleans, LA 70130**

NOTE:

A separate filing application packet must be submitted for each separate advertisement or unsolicited written communication. Incomplete filing application packets will result in delays in processing and evaluation.

Lawyer*: _____ LSBA Bar #*: _____

*Lawyer licensed/admitted in a U.S. jurisdiction, and not disbarred or suspended from practice in any jurisdiction, responsible for content of the advertisement or unsolicited written communication. If not licensed to practice law in Louisiana, please indicate state(s) of licensure & corresponding state license #(s).

Firm: _____

Lawyer/Firm's Principal Office Address**: _____

** If the Lawyer has no regular office, use the Lawyer's Primary LSBA Annual Registration Statement Address _____

Phone: _____ Fax: _____ E-mail: _____

For questions concerning filing requirements, please visit our website, www.LSBA.org, or call 1-800-421-LSBA, ext. 144.

NATURE OF ADVERTISEMENT OR UNSOLICITED WRITTEN COMMUNICATION:

Check all that apply

- A. _____ Unsolicited Letter/Mailing (**Also Complete Addendum Form**)
- B. _____ Brochure/Newsletter/Flyer (**Also Complete Addendum Form**)
- C. _____ Telephone/Printed Directory
- D. _____ Magazine/Newspaper/Periodical
- E. _____ Television
- F. _____ Radio
- G. _____ Billboard/Outdoor Sign
- H. _____ Law Firm Website
- I. _____ Other (please describe): _____

Does Applicant seek an Advance Written Advisory Opinion? Yes _____ No _____ (if "Yes", filing must be at least 30 days before first use)

Date the advertisement/unsolicited written communication was or will be first disseminated: _____

Is this the first time you are filing/submitted this ad/communication with the LSBA? Yes _____ No _____

If you answered **No**, please indicate the date last filed/submitted with the LSBA: _____

Is it likely that a client or case resulting from the advertisement/communication will be referred to another lawyer or law firm?
Yes _____ No _____

Does the advertisement or communication contain any information about or reference to fees? Yes _____ No _____

Does the advertisement or communication refer to or disclose the existence of an office other than the firm's principal office?
Yes _____ No _____

If you answered **Yes**, does a lawyer regularly/consistently work from the other office(s)? Yes _____ No _____

Has another lawyer or law firm paid for any part of the advertisement or communication? Yes _____ No _____

In which geographic location(s) do you anticipate the advertisement/communication will be disseminated?

Please state the anticipated frequency of use of the advertisement or unsolicited written communication in each medium in which it will appear:

Please state the anticipated time period during which the advertisement or unsolicited written communication will be used:

Identify all lawyers depicted in the submitted material:

Identify any actual client(s) appearing in the submission:

Identify any actor(s) or non-lawyer spokesperson(s) used in the advertisement or communication:

If any non-lawyer(s) (including actual clients, actors, announcers, voice-talents, etc.) are used or depicted within the submission, did/will the non-lawyer(s) receive any payment or other compensation for the appearance/use within the advertisement? Yes _____ No _____

Are depictions of events, scenes or pictures used within the advertisement actual or authentic (i.e., as opposed to "stock" and/or digitally-created/modified/enhanced images/video, dramatizations, etc.)? Yes _____ No _____

Please include any additional information that you believe might be useful/important/pertinent to our review of your filing:

CERTIFICATION

I have reviewed the advertisement or unsolicited written communication submitted as required by Rule 7.7 of the Louisiana Rules of Professional Conduct. The representations contained therein and the information contained within this Application are true and correct to the best of my knowledge, information, belief and understanding. [Rev. 11-29-2021]

Signature of Lawyer-Applicant

Date