# Recent Changes to the Advertising and Solicitation Rules: The Highlights

**Jason Panzer**

HERRING & PANZER L.L.P.
Austin, Texas

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## New Texas Advertising Rules: Effective July 1, 2021




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## Old Advertising and Solicitation Rules (Before July 2021)

| Old Rule | Subjects Covered |
|---|---|
| 7.01 | Firm name; letterhead |
| 7.02 | False, misleading communication; specialization |
| 7.03 | In person, telephone contact; gifts, payments for solicitation; referrals |
| 7.04 | Advertising |
| 7.05 | Written solicitations, review and retention requirements |
| 7.06 | Prohibited employment that results from a rule violation |
| 7.07 | Filing requirements for advertisements and written solicitations |

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## July 2021 Changes to Advertising and Solicitation Rules

| Rule | Subjects Covered |
|---|---|
| 7.01 | ~~Firm name; letterhead~~ Communications concerning a lawyer's services; definitions |
| 7.02 | ~~False, misleading communication; specialization~~ Advertisements |
| 7.03 | ~~In person, telephone contact; gifts, payments for solicitation; referrals~~ Solicitation and other prohibited communications |
| 7.04 | ~~Advertising~~ Filing requirements for advertisements and solicitations |
| 7.05 | ~~Written solicitations, review and retention requirements~~ Communications exempt from filing requirements |
| 7.06 | Prohibited employment that results from a rule violation |
| ~~7.07~~ | ~~Filing requirements for advertisements and written solicitations~~ |

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## Current Advertising and Solicitation Rules (Post-July 2021)

| Current Rule | Subjects Covered |
|---|---|
| 7.01 | Communications concerning a lawyer's services; definitions |
| 7.02 | Advertisements |
| 7.03 | Solicitation and other prohibited communications |
| 7.04 | Filing requirements for advertisements and solicitations |
| 7.05 | Communications exempt from filing requirements |
| 7.06 | Prohibited employment that results from a rule violation |

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## Rule 7.01: General Prohibition Against False and Misleading Statements

"A lawyer shall not make or sponsor a false or misleading communication about the qualifications or services of a lawyer or law firm. **Information about legal services must be truthful and nondeceptive.**"

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