

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

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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 | <del>Firm name; letterhead</del> <u>Communications concerning a lawyer's services; definitions</u>   |
| 7.02 | <del>False, misleading communication; specialization</del> <u>Advertisements</u>   |
| 7.03 | <del>In person, telephone contact; gifts, payments for solicitation; referrals</del> <u>Solicitation and other prohibited communications</u> |
| 7.04 | <del>Advertising</del> <u>Filing requirements for advertisements and solicitations</u>   |
| 7.05 | <del>Written solicitations, review and retention requirements</del> <u>Communications exempt from filing requirements</u>                    |
| 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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