

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

Jason Panzer

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

1

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



2

## 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

3

## 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

4

## 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

5

### 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.”**

6

Find the full text of this and thousands of other resources from leading experts in dozens of legal practice areas in the [UT Law CLE eLibrary \(utcle.org/elibrary\)](https://utcle.org/elibrary)

## Title search: Recent Changes to the Advertising and Solicitation Rules: The Highlights (REPLAY)

First appeared as part of the conference materials for the 2023 First Friday Ethics (February 2023) session

"Recent Changes to the Advertising and Solicitation Rules: The Highlights (REPLAY)"