

ATTACHMENT B

RULES OF THE STATE BAR

(For adoption by the Board of Trustees on March 7, 2014,
with additions and deletions as shown below)

Rule 3.829 Publicity

(A) Publicity, which includes advertising or any other kind of promotional material, must

(1) indicate that the purpose of the lawyer referral service is to serve its community and improve the quality and affordability of legal services as required by these rules;¹⁶ and

(2) acknowledge any sponsorship by the lawyer referral service; identify the counties in which the service operates; and provide the State Bar certification number or certification mark.

(B) Any publicity by a lawyer referral service must comply with the California Rules of Professional Conduct and any other legal requirements.

(C) A copy of any publicity

(1) must be submitted with an application for certification or recertification; and

(2) may be required with the annual report.¹⁷

¹⁶ See Rule 3.820(C).

¹⁷ Rule 3.828.

Rule 3.829 adopted effective January 21, 2014.