

NEW YORK STATE BAR ASSOCIATION  
Professional Ethics Committee Opinions

Opinion #190 - 5/27/71 (20-71)

Topic: Advertising.

Digest: Guidelines for information to be included in advertisements in connection with lawyer authored books.

Code\*: DR 2-101 (B) (5).

QUESTION

The New York Bar Journal has asked the Committee to provide guidelines for acceptance by the Journal of advertisements of legal publications written by lawyers.

OPINION

Advertisements of legal publications written by lawyers must be dignified, must not praise the lawyer's ability or skill or describe his specialties, clients or prominence.

In accordance with DR 2-101 (B) (5) and N.Y.State No. 89, the following informational items are acceptable:

1. The author's name.
2. The fact that he is an attorney and the states in which he is admitted to practice.
3. Other legal publications written by the author.
4. The fact that the author has lectured on legal subjects.

Opinion #191 - 5/27/71 (10-71)

Topic: Conflict of Interest.  
Multiple Representation.

Digest: Representation of driver and his passenger (father and adult daughter) in an action against third party permissible if proper consent and waiver is obtained.

Code\*: EC 5-14; 5-15; 5-16; 5-17; 5-19.

QUESTION

In a personal injury suit arising from a two car collision, may a lawyer represent both the driver of one car and his adult daughter-passenger against the driver of the other car, where the daughter is fully informed as to the existence of a possible cause of action against the father but chooses to waive any such claim?