

MINUTES

COMMITTEE: Ethics Committee

DATE: May 4, 2000

9. CHAPTER 14: WHETHER ADVERTISEMENT COMPLIES WITH THE CHAPTER

A lawyer asked whether a proposed advertisement meets the requirements of Chapter 14. The ad refers to the franchise practice in the lawyer's firm as "Canada's National Franchise Law Group," and states that the firms making up the group are "individually recognised as leaders in franchise law."

In the Committee's opinion an ad in these terms would be misleading and, therefore, improper. The Committee was of the view, however, that it would not be improper for the firm to advertise itself as "a national franchise law group," and to state that the firms making up the group are "individually recognised in franchise law."

JO/jeh
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