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**4. CHAPTER 14, RULE 17: WHETHER LAWYER CAN USE TERM
“SPECIALIZATION” WHEN IT IS PART OF A CERTIFICATE GRANTED BY
A UNIVERSITY**

A lawyer obtained a certificate from a joint program of the University of Victoria, the University of Illinois and St. Peter’s College, Oxford called the “Professional Specialization Certificate in International Intellectual Property Law.” Since the word “specialization” occurs in the proper name of the certificate which is issued the lawyer asked the Committee if she can refer to the certificate by its full name in marketing materials, in spite of Chapter 14, Rule 17 which prohibits the use of the word “specialist” in marketing materials.

It was the Committee’s view that the fact that the words “professional” and “specialization” occur in a certificate does not justify their use in marketing materials. Their use in this context would be improper since they may mislead the public into thinking the certificate confers a special status in British Columbia in the practice of international intellectual property law. Reference to the certificate in the absence of these two words, namely, Certificate in International Intellectual Property Law, would be acceptable.