

MINUTES

COMMITTEE: Ethics Committee

DATE: March 1, 2012

CHAPTER 14, RULE 4: WHETHER A LAWYER WHO POSSESSES AN S.J.D. DEGREE MAY USE PREFIX “DR.” IN MARKETING MATERIALS

A lawyer who has earned an S.J.D. (Doctor of Juridical Science) degree has asked whether he may use the prefix “Dr.” in marketing materials.

The Committee noted that Rule 4 provides:

- “4. Any marketing activity undertaken or authorized by a lawyer must not be:
- (a) false,
 - (b) inaccurate,
 - (c) unverifiable,
 - (d) reasonably capable of misleading the recipient or intended recipient, or
 - (e) contrary to the best interests of the public.”

The Committee was of the view that use of the term “Dr.” in the manner the lawyer proposes is not contrary to Rule 4 and the lawyer may use it if he wishes.