

New Advertising Rules
Effective July 1, 2021
FAQ

Do I have to refile my advertisement or solicitation communication?

No. If you received an approval notice prior to July 1, 2021 and you do not intend to make changes, you do not need to refile with Advertising Review.

Will my current approved advertisement/solicitation communication be given legacy status under the new rules?

No. If your advertisement/solicitation communication was approved under the current advertising rules, chances are it would be approved under the new rules (rules effective July 1, 2021), making the preservation of any advertisement/solicitation communications unnecessary.

I want to use a trade name. Do I register my trade name with the State Bar?

No. The disciplinary rules do not require a registered trade name, and the State Bar does not require anyone to register a trade name.

How will I know if my trade name complies with the new rules?

When you submit an advertisement or solicitation communication to the Advertising Review Committee, the committee will determine whether the trade name or firm name in the advertisement complies with the rules. Trade names that are false or misleading will not be permitted under the new rules.

I registered my trade name with the Secretary of State's Office. Does this mean my trade name is in compliance with State Bar rules?

Not necessarily. If the Advertising Review Committee finds your trade name to be false or misleading in violation of the advertising rules in Part VII of the TDRPC, you will need to change the trade name.

Which rules will the Advertising Review Department be enforcing?

Submissions received before July 1, 2021 will be reviewed under the “old” rules. Submissions received after July 1, 2021 will be reviewed by the “new” rules. If you decide to make changes to an approved submission (you received an approval notice prior to July 1, 2021), and you want it reviewed under the rules that are effective July 1, 2021, you will need to file it after July 1, 2021. That new submission will be reviewed under the new rules.

To view the rules please [click here](#) if you have any questions, please email Gene Major at adreview@texasbar.com, or call the Advertising Review Department at 800-566-4616.