

Legal Profession (Publicity) Rules 1996

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No. S 185

LEGAL PROFESSION ACT (CHAPTER 161)

LEGAL PROFESSION (PUBLICITY) RULES 1996

In exercise of the powers conferred by section 71(1) of the Legal Profession Act, the Council of the Law Society of Singapore hereby makes the following Rules:

PART I

PRELIMINARY

Citation and commencement

1. These Rules may be cited as the Legal Profession (Publicity) Rules 1996 and shall come into operation on 1st May 1996.

Definitions

2. In these Rules, unless the context otherwise requires —

“approved information” means any one or more of the following:

- (a) the name of the firm;
- (b) information enabling or facilitating communication with the firm, including the business address and telecommunications numbers of the firm;
- (c) the business hours of the firm;
- (d) the descriptions “Advocate and Solicitor”, “Commissioner for Oaths”, “Notary Public”, “Agent for Trademarks and Patents” or any of them;
- (e) the logo of the firm;
- (f) the area or areas of practice engaged in by the firm or by any advocate and solicitor practising therein;
- (g) the language proficiency of any advocate and solicitor practising in the firm and of any foreign law adviser employed by the firm;
- (h) the name of any advocate and solicitor practising in the firm and a description of his status in, or relationship with, the firm, such as whether he is the sole proprietor or a partner, a legal assistant, a consultant or an associate, of the firm;
- (i) the year of admission of any advocate and solicitor practising in the firm and, if applicable, a statement of the fact that the advocate and solicitor is admitted to practice as a legal practitioner in another jurisdiction;

- (j) the personal data of any advocate and solicitor practising in the firm, including his academic and professional qualifications and any award or decoration received by him;
- (k) any photograph or illustration of the firm or any advocate and solicitor practising therein;
- (l) the historical data of the firm;
- (m) the fact that the firm is associated with any other law firm or law organisation, whether in Singapore or elsewhere, and for this purpose, a firm is associated with any other law firm or law organisation if it has with that law firm or law organisation any business or professional association or affiliation of such a nature as the Council may approve for mention in any publicity under these Rules;
- (n) the names and personal data (including the professional and academic qualifications and language proficiency) of legal practitioners from other jurisdictions who are employed by the firm for its international or regional practice; and
- (o) such other information as may be approved by the Council from time to time;

“firm” means a firm of advocates and solicitors and includes a sole proprietorship and a partnership of 2 or more advocates and solicitors;

“journal” includes any professional journal;

“professional journal” means any journal published specifically for advocates and solicitors or persons in related professions;

“publicity” means any form of advertisement and includes any advertisement —

- (a) printed in any medium for the communication of information;
- (b) appearing in, communicated through or retrievable from, any mass medium, electronic or otherwise; or
- (c) contained in any medium for communication produced or for use by a firm.

Application

3. These Rules shall apply to every advocate and solicitor, whether he is practising as

a principal in private practice or in partnership or association with, or in the employment of, another advocate and solicitor.

PART II

GENERAL PRINCIPLES

Publicity to be in accordance with Rules

4. No advocate and solicitor shall publicise his practice or the practice of his firm, or allow his employees or agents to do so, except in accordance with these Rules.

Prohibited means of publicity

5.—(1) Nothing in these Rules shall be interpreted as permitting the doing of anything by an advocate and solicitor or his employees or agents which may reasonably be regarded as touting.

(2) No advocate and solicitor shall publicise his practice or the practice of his firm in a manner which —

- (a) is likely to diminish public confidence in the legal profession or to otherwise bring the legal profession into disrepute;
- (b) may reasonably be regarded as being misleading, deceptive, inaccurate, false, intrusive, offensive, likely to cause confusion or in any other way unbefitting the dignity of the legal profession; or
- (c) the Council may determine to be an undesirable manner of publicising the practice of an advocate and solicitor or a firm.

(3) For the purpose of these Rules, information shall be considered to be misleading, deceptive, inaccurate or false if —

- (a) it contains a material misrepresentation;
- (b) it omits to state a material fact;
- (c) it contains any information which cannot be verified; or
- (d) it is likely to create an unjustified expectation about the results that can be achieved by the advocate and solicitor or his firm.

(4) No publicity relating to the practice of any advocate and solicitor or his firm shall make use of the armorial bearings of the Law Society.