

Old Rules to New Rules Cross Reference Table

Old Rule	Description (based on old rules)	New Rule
4-7.1	General	Various
4-7.1(a)	Permissible Forms of Advertising	4-7.11(a)
4-7.1(b)	Ads Disseminated in FL	4-7.11(b)
4-7.1(c)	Ads By Out Of State Lawyers	4-7.11(b)
4-7.1(d)	Ads Not Disseminated in Florida	
4-7.1(e)	Communications Between Lawyers	4-7.18(b)(3)*
4-7.1(f)	Communications With Family	4-7.18(b)(3)*
4-7.1(g)	Communications With Clients	4-7.18(b)(3)*
4-7.1(h)	Information Provided Upon Request	4-7.20(f)*
4-7.1(i)	Application Of General Misconduct Rule	
4-7.2	Communications About Lawyers' Services	Various
4-7.2(a)(1)	Name of Lawyer/LRS in Ad	4-7.12(a)(1)*
4-7.2(a)(2)	Geographic Disclosure	4-7.12(a)(2)*
4-7.2(b)(1)	Exempt Information--Lawyers	4-7.16(a)
4-7.2(b)(2)	Exempt Information—LRS	4-7.16(b)
4-7.2(b)(3)	Public Service Announcements	
4-7.2(c)(1)(A)	Misrepresentation of fact or law	4-7.13(a)(1)
4-7.2(c)(1)(B)	False and Misleading	4-7.13(a)(1)
4-7.2(c)(1)(C)	Cannot Fail To Disclose Info to Prevent Ad From Being False or Misleading	4-7.13(a)(2)
4-7.2(c)(1)(D)	Factually Substantiated	
4-7.2(c)(1)(E)	Statements Cannot be Deceptive	4-7.13(a)
4-7.2(c)(1)(F)	Past Results	4-7.13(b)(2)*
4-7.2(c)(1)(G)	Cannot Promise Results	4-7.13(b)(1)*
4-7.2(c)(1)(H)	Can't Imply Can Obtain Results Wrongfully	4-7.13(b)(7)
4-7.2(c)(1)(I)	Comparisons Between Lawyers	4-7.13(b)(3)
4-7.2(c)(1)(J)	Testimonials	4-7.13(b)(8)*
4-7.2(c)(2)	Descriptive Statements--Quality	4-7.13(b)(3)*, 4-7.14(a)(3)
4-7.2(c)(3)	Visual & Verbal Portrayals	4-7.13(b)(6), 4-7.15(a)
4-7.2(c)(4)	Can't Advertise Area Don't Practice	4-7.13(b)(4)
4-7.2(c)(5)	Can't State Have TFB Approval	4-7.13(b)(9)
4-7.2(c)(6)	Board Certification	4-7.14(a)(4)
4-7.2(c)(7)	Cost Disclosure	4-7.14(a)(5)
4-7.2(c)(8)	Honor Advertised Fee	4-7.14(a)(5)

* denotes change

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Old Rule	Description (based on old rules)	New Rule
4-7.2(c)(9)	Firm Name Must Comply With Rule on Firm Names	
4-7.2(c)(10)	Language of Required Information	4-7.12(c)
4-7.2(c)(11)	Legibility Requirement	4-7.12(d)
4-7.2(c)(12)	Payment by Nonadvertising Lawyer	4-7.17(a)
4-7.2(c)(13)	Referring Case to Another Lawyer	4-7.12(b)
4-7.2(c)(14)	Cannot Pay for Recommendation	4-7.15(d) 4-7.17(b)
4-7.2(c)(15)	Celebrities Prohibited	4-7.15(c)*
4-7.2(c)(16)	Prohibited Sounds	4-7.15(a)
4-7.3	Print Advertisements	
4-7.3	Print Ads Must Comply With General Ad Rule	
4-7.4	Solicitation and Direct Mail	4-7.18
4-7.4(a)	Direct Solicitation Prohibited	4-7.18(a)
4-7.4(b)(1)(A)-(G)	When can't sent DM, eg 30 day rule, etc	4-7.18(b)(1)(A)-(G)
4-7.4(b)(2)(A)	DM subject to General Ad Rule	4-7.18(b)(2)(A)
4-7.4(b)(2)(B)	Advertisement in Red	4-7.18(b)(2)(B)*
4-7.4(b)(2)(C)	Regular US mail only	
4-7.4(b)(2)(D)	Statement of Qualifications	4-7.18(b)(2)(C)
4-7.4(b)(2)(E)	"SAMPLE" "DO NOT SIGN"	4-7.18(b)(2)(D)
4-7.4(b)(2)(F)	First Sentence	4-7.18(b)(2)(E)
4-7.4(b)(2)(G)	DM Cannot Resemble Legal Pleadings or Documents	4-7.18(b)(2)(F)
4-7.4(b)(2)(H)	Must State if Another Lawyer Will Actually Handle The Case	4-7.18(b)(2)(G)
4-7.4(b)(2)(I)	How Obtained Information	4-7.18(b)(2)(H)
4-7.4(b)(2)(J)	Can't Reveal Nature on Outside	4-7.18(b)(2)(I)
4-7.5	Television and Radio	
4-7.5(a)	TV/radio Subject to General Ad Rule	4-7.11(a)*
4-7.5(b)(1)(A)	TV/Radio Can't Be Deceptive, Misleading, Manipulative, Etc	4-7.11(a), 4-7.13
4-7.5(b)(1)(B)	No Celebrity Spokesperson	4-7.15(c)*
4-7.5(b)(1)(C)	No Background Sounds Other Than Music	4-7.15(a)*
4-7.5(b)(2)(A)	Images That Conform to Rules OK	
4-7.5(b)(2)(B)	Nonlawyer Spokesperson OK as Long as Gives Disclosure and Not A Celebrity	4-7.13(b)(5)*

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Old Rule	Description (based on old rules)	New Rule
4-7.6	Computer Advertisements	Various
4-7.6(a)	Defines Computer Accessed Communications	4-7.11(a)*
4-7.6(b)(1)	Website Must List All Jurisdictions	
4-7.6(b)(2)	Website Must List at Least 1 Bona Fide Office	
4-7.6(b)(3)	Websites Considered Info Upon Request	
4-7.6(c)(1)	Email Advertisement Must Conform to Certain Requirements of DM Rule	4-7.11(a)*, 4-7.18(b)
4-7.6(c)(2)	Email Advertisement Must Include at Least 1 Bona Fide Office Location	4-7.12(a)(2)
4-7.6(c)(3)	Subject Line of Email Advertisement	4-7.18(b)(2)(B)*
4-7.6(d)	Other Internet Ads to Comply With General Ad Rule	4-7.11(a)
4-7.7	Evaluation of Advertisements	4-7.19
4-7.7(a)(1)(A)	TV/R - 20 Day Prior Review	4-7.19(a)
4-7.7(a)(1)(B)	TV/R - Voluntary Preliminary Review	4-7.19(c)
4-7.7(a)(1)(C)	TV/R - 15 Days to Review	4-7.19(b)
4-7.7(a)(1)(D)	TV/R –Substantiating Information	4-7.19(e)*
4-7.7(a)(1)(E)	TV/R - Notice/Effect of Use	4-7.19(f) 4-7.19(g)
4-7.7(a)(1)(F)	TV/R – Comply Opinion Binding in Grievance	4-7.19(f)*
4-7.7(a)(2)(A)	Other Ads – Filing Requirement	4-7.19(a)*
4-7.7(a)(2)(B)	Other Ads – Voluntary Preliminary Review	4-7.19(c)
4-7.7(a)(2)(C)	Other Ads - 15 days to review	4-7.19(b)
4-7.7(a)(2)(D)	Other Ad - Substantiating Information	4-7.19(e)*
4-7.7(a)(2)(E)	Other Ads - Notice of Noncompliance	4-7.19(g)
4-7.7(a)(2)(F)	Other Ads –Comply Opinion binding in grievance	4-7.19(f)*
4-7.7(b)	Contents of Filing	4-7.19(h)
4-7.7(c)	Change if Circumstances Requiring Refiling	4-7.19(i)
4-7.7(d)	Filer To Maintain Copy of Ad For 3 Years	4-7.19(j)
4-7.8	Exemptions to Filing Requirement	4-7.20
4-7.8(a)	Tombstone Ads	4-7.20(a)
4-7.8(b)	PSAs	4-7.20(b)

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Old Rule	Description (based on old rules)	New Rule
4-7.8(c)	Law List or Bar Publication	4-7.20(c)
4-7.8(d)	Mailed To Other Lawyers and Clients	4-7.20(d)
4-7.8(e)	Announcements to Clients, Other Lawyers, Family, Close Personal Friends	4-7.20(f)
4-7.8(f)	Attorney Websites	4-7.20(g)
4-7.9	Firm Names and Letterhead	4-7.21
4-7.9(a)	Cannot be False, Misleading or Deceptive	4-7.21(a)
4-7.9(b)	Trade Names	4-7.21(b)
4-7.9(c)	If Advertise Trade Name Must Use It on Everything	4-7.21(c)
4-7.9(d)	Name of Interstate Firm	4-7.21(d)
4-7.9(e)	Using Name of Public Officer	4-7.21(e)
4-7.9(f)	Partnership/Firm e	4-7.21(f)
4-7.9(g)	Insurance Staff Attorneys	4-7.21(g)
4-7.10	Lawyer Referral Services	4-7.22
4-7.10(a)(1)	LRS Must Comply With Ad Rules	4-7.22(a)(1)
4-7.10(a)(2)	LRS Can't Share Fees	4-7.22(a)(2)
4-7.10(a)(3)	LRS Can Refer Only to TFB Members For Florida Matters	4-7.22(a)(3)
4-7.10(a)(4)	Malpractice Insurance Requirement	4-7.22(a)(4)
4-7.10(a)(5)	Quarterly Report of Participating Attorneys	4-7.22(a)(5)
4-7.10(a)(6)	Quarterly Report of LRS Agents	4-7.22(a)(6)
4-7.10(a)(7)	LRS Must Respond to Bar Inquiries	4-7.22(a)(7)
4-7.10(a)(8)	Cannot Say Approved by Bar Unless Subject to Chapter 8 Rules	4-7.22(a)(8)
4-7.10(a)(9)	LRS Must Use Actual or Registered Fictitious Name in All Communications	4-7.22(a)(9)
4-7.10(A)(10)	Must State in All Ads That The LRS is A LRS	4-7.22(a)(10)
4-7.10(b)	Responsibility of Lawyer	4-7.22(b)
4-7.10(c)	Definition of LRS	4-7.22(c)

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