

Best Lawyers®

PUBLICATION GUIDELINES

Congratulations on your listing in *Best Lawyers*®. The guidelines below provide you with the tools you need to publicly showcase your honors.

HOW TO CITE A LISTING

GENERAL RULES:

- You are permitted to mention in advertisements that you are recognized by Best Lawyers® or in *The Best Lawyers in America*®, but not that you are a “best lawyer” or to suggest that a listing in *Best Lawyers* guarantees a desired result.
- Do not include any language the viewer may misconstrue as the listed lawyer being more skilled than lawyers who are not listed in the publication.
- *Best Lawyers* is always plural.
- The *Best Lawyers* methodology is annual, national/regional, and practice area based. All compliant announcements contain the year, country, and awarded practice area. The only exception to this rule is a firm-wide announcement, which should contain the year, country, and total number of attorneys included in the associated edition.
- When referring to Best Lawyers as an organization, use Best Lawyers®.
- The registered trademark and copyright symbol should be included in the first mention of *Best Lawyers* or *The Best Lawyers in America*. All following mentions of *Best Lawyers* or *The Best Lawyers in America* in the same document must be italicized, but do not need to include the registered trademark or copyright symbol.

ADVERTISING RULES:

- When publicizing Best Lawyers awards using a group photo from the firm, the specific attorneys listed in *Best Lawyers* must be identified by name in a caption.
- It is not permissible to alter or modify the Best Lawyers logo in any way.
- Advertisers should check their state or jurisdictional bar associations’ rules on specialty certification before including specialties and subspecialties in any advertisement.

EXAMPLE ANNOUNCEMENT FORMATS

INDIVIDUAL LAWYER:

- When referring to Best Lawyers as a list or publication use *The Best Lawyers in America*®. For all other countries, use *The Best Lawyers in [CountryName]*. Be sure to include the year or edition number.
 - Julie Martin was recently selected by her peers for inclusion in *The Best Lawyers in France* 2017 in the fields of Litigation and Tax Law.
 - William Wright was included in the Fifth Edition of *The Best Lawyers in the United Kingdom* for Social Housing Law.

FIRM-WIDE ANNOUNCEMENT:

- 47 lawyers from Hibbens & Chavous, LLC were recognized in *The Best Lawyers in America*® 2017.
- 23 attorneys from Elston & Rhoden PLLC were included in the 11th Edition of *The Best Lawyers in Canada*.

INDIVIDUAL LAWYER WITH “LAWYER OF THE YEAR” RECOGNITION:

- Any display of Best Lawyers “Lawyer of the Year” images or text referencing a lawyer’s recognition(s) must be accompanied by the appropriate specialty, metropolitan area and year in which the award was given.
 - Robert Brown was named the *Best Lawyers*® 2017 Family Law “Lawyer of the Year” in Atlanta.
 - Riko Yamada was recognized by *Best Lawyers*® as the 2017 Insurance Law “Lawyer of the Year” in Osaka.
 - Catherine Neal received the *Best Lawyers*® 2016 Real Estate “Lawyer of the Year” award in Winnipeg.
 - David Potter was recognized by *Best Lawyers*® as the 2016 Superannuation Law “Lawyer of the Year” award winner in Sydney.

ADDITIONAL APPROVED MATERIAL

- Since it was first published in 1983, *Best Lawyers*® has become universally regarded as the definitive guide to legal excellence. *Best Lawyers* lists are compiled based on an exhaustive peer-review evaluation. Over 83,000 leading attorneys

globally are eligible to vote, and we have received more than 13 million votes to date on the legal abilities of other lawyers based on their specific practice areas around the world. For the 2017 Edition of *The Best Lawyers in America*®, 7.3 million votes were analyzed, which resulted in almost 55,000 leading lawyers being included in the new edition. Lawyers are not required or allowed to pay a fee to be listed; therefore inclusion in *Best Lawyers* is considered a singular honor. *Corporate Counsel* magazine has called *Best Lawyers* “the most respected referral list of attorneys in practice.”

- For any questions related to our Publicizing Guidelines, contact Katie Morgan at kmorgan@bestlawyers.com.

ADVERTISEMENT APPROVAL

- Legal advertising is regulated by your state or jurisdiction. It is the sole responsibility of the advertiser to first comply with jurisdictional guidelines. Always refer to your state or local bar society’s rules if you have specific questions or concerns.
- The *Best Lawyers* publicizing guidelines contain general recommendations but are not intended to be legal advice. Best Lawyers assumes no responsibility for advertiser compliance with jurisdictional guidelines.
- After compliance with your state, provincial, and national bar’s rules, any promotional material containing the *Best Lawyers* name must be emailed for approval before release in any public medium to ensure compliance with *Best Lawyers’* Guidelines. Please send drafts to our team who can provide feedback on any press release, announcement, or advertisement.
- Send materials to Katie Morgan, Public Relations & Events Coordinator, at kmorgan@bestlawyers.com. Please allow at least one full business day for approval from Best Lawyers.

ADDITIONAL CONSIDERATIONS

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