

SUPREME COURT OF ARIZONA

In the Matter of ) Arizona Supreme Court  
) No. R-11-0046  
PETITION FOR AMENDMENT OF )  
RULE 42 OF THE ARIZONA RULES OF )  
THE SUPREME COURT, RULE OF )  
PROFESSIONAL CONDUCT 7.5(a) )  
)  
)  
)  
\_\_\_\_\_ ) **FILED 08/30/2012**

**ORDER**

**AMENDING RULE 42 OF THE ARIZONA RULES OF THE SUPREME COURT, RULE OF PROFESSIONAL CONDUCT 7.5(a)**

A petition having been filed proposing to amend Rule 42 of the Arizona Rules of the Supreme Court, Rule of Professional Conduct 7.5(a), and comments having been received, upon consideration,

IT IS ORDERED that Rule 42, Arizona Rules of the Supreme Court, Rule of Professional Conduct 7.5(a), be amended in accordance with the attachment hereto, effective January 1, 2013.

DATED this 30th day of August, 2012.

\_\_\_\_\_  
REBECCA WHITE BERCH  
Chief Justice

TO:  
Rule 28 Distribution  
Michelle Breit  
Lynda C Shely  
David Jeffrey Craven  
Mary Jo Clark  
Geoffrey M Trachtenberg  
John Holtaway  
John A Furlong  
Gary Dukarich  
mwa

## ATTACHMENT<sup>1</sup>

### Rules of the Supreme Court

#### Rule 42. Arizona Rules of Professional Conduct

##### ER 7.5

(a) A lawyer shall not use a firm name, letterhead or other professional designation that violates ER 7.1. A trade name may ~~not~~ be used by a lawyer in private practice if it does not imply a connection with a government agency or with a public or charitable legal services organization and is not otherwise in violation of Rule 7.1.

(b) [No change in text.]

(c) [No change in text.]

(d) [No change in text.]

#### **Comment ~~[2003 amendment]~~ to 2003 and 2012 Amendments**

[1] [2012 Amendment] ~~A firm may be designated by the names of all or some of its members, or by the names of deceased or retired members where there has been a continuing succession in the firm's identity. Trade names may not be used. A lawyer or law firm may use a distinctive website address that complies with ER 7.1.~~ A firm may be designated by the names of all or some of its members, by the names of deceased or retired members where there has been a continuing succession in the firm's identity, or by a trade name such as the "ABC Legal Clinic." A lawyer or law firm may also be designated by a distinctive website address or comparable professional designation that complies with ER 7.1.

[2] [2003 Amendment] [No change in text.]

[3] [2003 Amendment] [No change in text.]

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<sup>1</sup> Changes or additions in rule text are indicated by underscoring and deletions from text are indicated by ~~strikeouts~~.