

# EXHIBIT 31



CHIEF JUSTICE  
PASCAL F. CALOGERO, JR.  
JUDICIAL ADMINISTRATOR  
HUGH M. COLLINS, PH.D.

## Supreme Court

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### MEMORANDUM

TO: MEMBERS OF THE COMMITTEE TO STUDY ATTORNEY  
ADVERTISING

FROM: TIMOTHY F. AVERILL  
DEPUTY JUDICIAL ADMINISTRATOR/GENERAL COUNSEL

DATE: SEPTEMBER 1, 2006

RE: MATERIALS FOR SEPTEMBER 15<sup>TH</sup> MEETING

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In preparation for our September 15<sup>th</sup> meeting, Justice Catherine D. Kimball, Chair of the Committee to Study Attorney Advertising, has asked me to forward the following materials:

- (1) An agenda for the meeting;
- (2) Senate Concurrent Resolution 113, which calls upon the Supreme Court of Louisiana to establish a committee to study attorney advertising;
- (3) The current Louisiana Rules of Professional Conduct pertaining to lawyer advertising and related matters;
- (4) The ABA Model Rules of Professional Conduct (including commentary) pertaining to lawyer advertising and related matters;
- (5) An excerpt from the *Annotated Model Rules of Professional Conduct* (2003) pertaining to lawyer advertising. The excerpt includes a discussion of pertinent case law and ethics opinions;

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- (6) A paper that depicts state-by-state deviations from the ABA Model Rules;
- (7) A Press Release and an article concerning proposed New York Attorney Advertising Rules, as well as the proposed New York rules;<sup>1</sup>
- (8) Florida's Advertising Rules;
- (9) A recent New Jersey ethics opinion pertaining to lawyer advertisements; and
- (10) A comprehensive report authored by a New York State Bar Association Task Force on Lawyer Advertising.

Should you have any questions or concerns about the upcoming meeting, please do not hesitate to contact me at 504-310-2620.

TFA/lmc

Attachments

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<sup>1</sup>This information was principally provided by Senator Rob Marionneaux, a member of the Attorney Advertising Committee.