

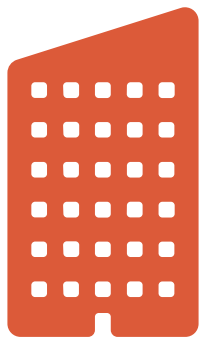


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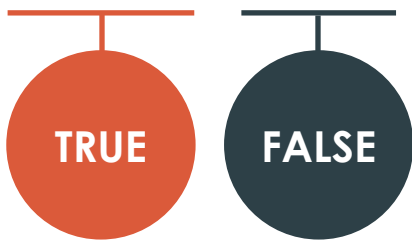
Commercial & Federal Litigation

New York lawyers can now use trade names

An important change to New York's Rules of Professional Conduct (RPC) 7.5 now allows New York lawyers in private practice to use trade names when naming their firms and developing an online presence. The Commercial and Federal Litigation Section of NYSBA wrote a [report](#) and this infographic to explain the change, highlighting in particular the rule's prohibition of **"false, deceptive, or misleading"** trade names.



"Family Law Boutique"



Avoid misleading trade names

Be aware that all components of a name may be assessed for truthfulness. A big law firm could not call itself a "boutique", for example, and referring to "family law" in a trade name would need to be supported by an actual practice focus on family law.



- Pro Bono Consultancy
- Triumphus Legal Co.
- Convictus Group
- Lawish
- Laworzo

Beware name "generators"

Online business name generators can seem like an easy route to producing a list of possible trade names to pick from. But the algorithms behind such generators are not attuned to the rules of professional conduct, and may suggest names that run afoul of RPC 7.5.

"Law Tigers"



"TigerLaw"

Intellectual property risks

Trade names may easily be mistaken for those of other firms when they are too similar, a risk that applies equally to nicknames and slogans. A competitor might also file an ethics complaint claiming an allegedly confusing trade name is deceptive or misleading.

Relevant links:

[NYSBA ComFed trade names report](#)

[Revised NY RPC 7.5 \(press release\)](#)

[ComFed Section webpage](#)

Prepared by the Advertising Subcommittee of the Social Media & New Communication Technologies Committee of the Commercial & Federal Litigation Section of NYSBA.

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