Legal Profession  Professor Tom Lininger

Tuesday, January 17: Introduction to course; advertising
Assigned reading: Rhode and Luban (5th ed.), 756-70; Model Rules 7.1-7.3
What we'll emphasize in class: Rationale for regulating marketing by attorneys; which groups benefit and which groups are burdened by these regulations; evolution of regulations.
Relevant handouts: "Sources of Authority in Ethics Law" and "Advertising" (pages 9-16 of Handout Book)

Thursday, January 19: More on advertising; solicitation and referral
Assigned reading: Rhode and Luban, 770-86; Model Rules 7.4-7.6
What we'll emphasize in class: Problems on pages 761-63 of Rhode and Luban; Ohralik, Primus, and Teichner cases; rules limiting marketing by attorneys; contrast between for-profit and "political" solicitation; other means of marketing
Relevant handout: "Solicitation and Referral" (pages 17-20 of Handout Book); PowerPoint handout on marketing (to be distributed in class)

I'll pass out the Handout Book on the first day of class. See you next week.