

## Roger Plawker Quoted in *New Jersey Law Journal* Regarding New ABA Opinion on Law Firm Marketing and Client Solicitations

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News

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Roger Plawker, Chair of the Attorney Ethics & Professional Misconduct practice group at Pashman Stein Walder Hayden, was quoted in the *New Jersey Law Journal* article, “ABA Issues New Clarification About Law Firm Marketing and Client Solicitations.” The article discusses a new ethics opinion from the American Bar Association that clarifies attorneys’ responsibility for the actions of nonlawyer employees and outside marketing firms who breach the rules concerning live, person-to-person solicitation of legal services.

*The opinion gives notice that lawyers can’t play “don’t ask, don’t tell” when it comes to the methods of an outside consultant that brings cases to a law firm, said Roger Plawker, the chair of the attorney ethics and professional responsibility practice at Pashman Stein Walder Hayden in Hackensack, New Jersey.*

*“Lawyers can’t rely on willful blindness when it comes to solicitation of potential clients and the circumstances under which those clients came to have a need for services and came to know of that lawyer’s particular ability to provide that service,” said Plawker.*

To view the full article, [click here](#).