**Comparison of Newly Adopted Louisiana Rules of Professional Conduct**
*with ABA Model Rules*

As of January 19, 2017

LOUISIANA

Rules as approved by the Louisiana Supreme Court to be effective March 1, 2004
Rules 5.5 and 8.5 as approved by the Louisiana Supreme Court to be effective April 1, 2005.
Revisions to Rules 1.4, 1.5 and 1.8 as approved by the Louisiana Supreme Court to be effective April 1, 2006.
Revisions to Rule 1.15 as approved by the Louisiana Supreme Court to be effective April 1, 2008.

**Highlight** indicates adoption of Ethics 20-20 Commission August 2012 and February 2013 Rule amendment(s): black-letter or Comment.

Variations from the Model Rules are noted.
Rules only; LA does not adopt the Comment.

| Preamble | no Preamble |
| Scope | no Scope |
| Rule 1.0 | Identical |
| *Amendment effective 4/1/2015* | |
| Rule 1.1 | adds (b): "A lawyer is required to comply with the minimum requirements of continuing legal education as prescribed by Louisiana Supreme Court rule."
| Rule 1.2 | adds in (a): "Subject to the provisions of Rule 1.16 and....." (b): includes “religious”
| Rule 1.3 | Identical |
| Rule 1.4 | (b) reads differently from the MR: "The lawyer shall give the client sufficient information to participate intelligently in decisions concerning the objectives of the representation and the means by which they are to be pursued."
Adds (c): A lawyer who provides any form of financial assistance to a client during the course of a representation shall, prior to providing such financial assistance, inform the client in writing of the terms and conditions under which such financial assistance is made, including but not limited to, repayment obligations, the imposition and rate of interest or other charges, and the scope and limitations imposed upon lawyers providing financial assistance as set forth in Rule 1.8(e). |
| Rule 1.5 | (c): Second sentence ends after “signed by the client.” Adds “A copy or duplicate original of the executed agreement shall be given to the client at the time of execution of the agreement,” as third sentence. Fourth sentence is remainder of second sentence of MR. |
| Division of Fee | |
| (e)(1) - (3) differ from the MR: "(1) the client agrees in writing to the representation |
by all of the lawyers involved, and is advised in writing as to the share of the fee that each lawyer will receive; (2) the total fee is reasonable and (3) each lawyer renders meaningful legal services for the client in the matter."

adds (f)(1) - (5) regarding payment of advance fees. (f) Payment of fees in advance of services shall be subject to the following rules:

(1) When the client pays the lawyer a fee to retain the lawyer’s general availability to the client and the fee is not related to a particular representation, the funds become the property of the lawyer when paid and may be placed in the lawyer’s operating account.

(2) When the client pays the lawyer all or part of a fixed fee or of a minimum fee for particular representation with services to be rendered in the future, the funds become the property of the lawyer when paid, subject to the provisions of Rule 1.5(f)(5). Such funds need not be placed in the lawyer’s trust account, but may be placed in the lawyer’s operating account.

(3) When the client pays the lawyer an advance deposit against fees which are to accrue in the future on an hourly or other agreed basis, the funds remain the property of the client and must be placed in the lawyer’s trust account. The lawyer may transfer these funds as fees are earned from the trust account to the operating account, without further authorization from the client for each transfer, but must render a periodic accounting for these funds as is reasonable under the circumstances.

(4) When the client pays the lawyer an advance deposit to be used for costs and expenses, the funds remain the property of the client and must be placed in the lawyer’s trust account. The lawyer may expend these funds as costs and expenses accrue, without further authorization from the client for each expenditure, but must render a periodic accounting for these funds as is reasonable under the circumstances.

(5) When the client pays the lawyer a fixed fee, a minimum fee or a fee drawn from an advanced deposit, and a fee dispute arises between the lawyer and the client, either during the course of the representation or at the termination of the representation, the lawyer shall immediately refund to the client the unearned portion of such fee, if any. If the lawyer and the client disagree on the unearned portion of such fee, the lawyer shall immediately refund to the client the amount, if any, that they agree has not been earned, and the lawyer shall deposit into a trust account an amount representing the portion reasonably in dispute. The lawyer shall hold such disputed funds in trust until the dispute is resolved, but the lawyer shall not do so to coerce the client into accepting the lawyer’s contentions. As to any fee dispute, the lawyer should suggest a means for prompt resolution such as mediation or arbitration, including arbitration with the Louisiana State Bar Association Fee Dispute Program.

**Rule 1.6**

*Amendment effective 4/1/2015

(b)(7): Deletes text “arising from the lawyer’s change of employment or from changes in the composition or ownership of a firm” and replaces with “between lawyers in different firms”
Rule 1.7  Identical

Rule 1.8  

(c) does not add at the end of (c): "or other relative or individual with whom the lawyer or client maintains a close, familial relationship."

(e): A lawyer shall not provide financial assistance to a client in connection with pending or contemplated litigation, except as follows.

(1) A lawyer may advance court costs and expenses of litigation, the repayment of which may be contingent on the outcome of the matter, provided that the expenses were reasonably incurred. Court costs and expenses of litigation include, but are not necessarily limited to, filing fees; deposition costs; expert witness fees; transcript costs; witness fees; copy costs; photographic, electronic, or digital evidence production; investigation fees; related travel expenses; litigation related medical expenses; and any other case specific expenses directly related to the representation undertaken, including those set out in Rule 1.8(e)(3).

(2) A lawyer representing an indigent client may pay court costs and expenses of litigation on behalf of the client.

(3) Overhead costs of a lawyer’s practice which are those not incurred by the lawyer solely for the purposes of a particular representation, shall not be passed on to a client. Overhead costs include, but are not necessarily limited to, office rent, utility costs, charges for local telephone service, office supplies, fixed asset expenses, and ordinary secretarial and staff services.

With the informed consent of the client, the lawyer may charge as recoverable costs such items as computer legal research charges, long distance telephone expenses, postage charges, copying charges, mileage and outside courier service charges, incurred solely for the purposes of the representation undertaken for that client, provided they are charged at the lawyer’s actual, invoiced costs for these expenses. With client consent and where the lawyer’s fee is based upon an hourly rate, a reasonable charge for paralegal services may be chargeable to the client. In all other instances, paralegal services shall be considered an overhead cost of the lawyer.

(4) In addition to costs of court and expenses of litigation, a lawyer may provide financial assistance to a client who is in necessitous circumstances, subject however to the following restrictions.

(i) Upon reasonable inquiry, the lawyer must determine that the client’s necessitous circumstances, without minimal financial assistance, would adversely affect the client’s ability to initiate and/or maintain the cause for which the lawyer’s services were engaged.

(ii) The advance or loan guarantee, or the offer thereof, shall not be used as an inducement by the lawyer, or anyone acting on the lawyer’s behalf, to secure employment.

(iii) Neither the lawyer nor anyone acting on the lawyer’s behalf may offer to make advances or loan guarantees prior to being hired by a client, and the lawyer shall not publicize nor advertise a willingness to make advances or loan guarantees to clients.

(iv) Financial assistance under this rule may provide but shall not exceed that minimum sum necessary to meet the client’s, the client’s spouse’s, and/or dependents’ documented obligations for food, shelter, utilities, insurance, non-litigation related medical care and treatment, transportation expenses, education, or other documented expenses necessary for subsistence.
(5) Any financial assistance provided by a lawyer to a client, whether for court costs, expenses of litigation, or for necessitous circumstances, shall be subject to the following additional restrictions.

(i) Any financial assistance provided directly from the funds of the lawyer to a client shall not bear interest, fees or charges of any nature.

(ii) Financial assistance provided by a lawyer to a client may be made using a lawyer’s line of credit or loans obtained from financial institutions in which the lawyer has no ownership, control and/or security interest; provided, however, that this prohibition shall not apply to publicly traded financial institutions where the lawyer’s ownership, control and/or security interest is less than 15%. Where the lawyer uses such loans to provide financial assistance to a client, the lawyer should make reasonable, good faith efforts to procure a favorable interest rate for the client.

(iii) Where the lawyer uses a line of credit or loans obtained from financial institutions to provide financial assistance to a client, the lawyer shall not pass on to the client interest charges, including any fees or other charges attendant to such loans, in an amount exceeding the actual charge by the third party lender, or ten percentage points above the bank prime loan rate of interest as reported by the Federal Reserve Board on January 15th of each year in which the loan is outstanding, whichever is less.

(iv) A lawyer providing a guarantee or security on a loan made in favor of a client may do so only to the extent that the interest charges, including any fees or other charges attendant to such a loan, do not exceed ten percentage points (10%) above the bank prime loan rate of interest as reported by the Federal Reserve Board on January 15th of each year in which the loan is outstanding. Interest together with other charges attendant to such loans which exceeds this maximum may not be the subject of the lawyer’s guarantee or security.

(v) The lawyer shall procure the client’s written consent to the terms and conditions under which such financial assistance is made. Nothing in this rule shall require client consent in those matters in which a court has certified a class under applicable state or federal law; provided, however, that the court must have accepted and exercised responsibility for making the determination that interest and fees are owed, and that the amount of interest and fees chargeable to the client is fair and reasonable considering the facts and circumstances presented.

(vi) In every instance where the client has been provided financial assistance by the lawyer, the full text of this rule shall be provided to the client at the time of execution of any settlement documents, approval of any disbursement sheet as provided for in Rule 1.5, or upon submission of a bill for the lawyer’s services.

(vii) For purposes of Rule 1.8(e), the term “financial institution” shall include a federally insured financial institution and any of its affiliates, bank, savings and loan, credit union, savings bank, loan or finance company, thrift, and any other business or person that, for a commercial purpose, loans or advances money to attorneys and/or the clients of attorneys for court costs, litigation expenses, or for necessitous circumstances.

(f)(1), adds at the end: ".. or the compensation is provided by contract with a third person such as an insurance contract or a prepaid legal service plan."
As of January 19, 2017

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<th>Rule</th>
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<tbody>
<tr>
<td>Rule 1.9</td>
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<td>Rule 1.13</td>
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<td>Rule 1.14</td>
<td>(b), at the end: replaces “guardian ad litem, conservator or guardian” with “fiduciary, including a guardian, curator or tutor, to protect the client’s interests.”</td>
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| Rule 1.15 | (a) Except as provided in (g) and the IOLTA Rules below, funds shall be kept in one or more separate interest-bearing client trust accounts maintained in a bank or savings and loan association: 1) authorized by federal or state law to do business in Louisiana, the deposits of which are insured by an agency of the federal government; 2) in the state where the lawyer’s primary office is situated, if not within Louisiana; or 3) elsewhere with the consent of the client or third person. No earnings on a client trust account may be made available to or utilized by a lawyer or law firm. Other property shall be identified as such and appropriately safeguarded. Complete records of such account funds and other property shall be kept by the lawyer and shall be preserved for a period of five years after termination of the representation.  
(b): adds “or obtaining a waiver of those charges” after “on that account”  
(e), adds at the end: “The lawyer shall deposit legal fees and expenses into the client trust account consistent with Rule 1.5(f).”  
(d), adds after first sentence: "For purposes of this rule, the third person’s interest shall be one of which the lawyer has actual knowledge, and shall be limited to a statutory lien or privilege, a final judgment addressing disposition of those funds or property, or a written agreement by the client or the lawyer on behalf of the client guaranteeing payment out of those funds or property."  
includes (f) with details on financial recordkeeping and includes a section on IOLTA.  
(f) Every check, draft, electronic transfer, or other withdrawal instrument or authorization from a client trust account shall be personally signed by a lawyer or, in the case of electronic, telephone, or wire transfer, from a client trust account, directed by a lawyer or, in the case of a law firm, one or more lawyers authorized by the law firm. A lawyer shall subject all client trust accounts to a reconciliation process at least quarterly, and shall maintain records of the reconciliation as mandated by this rule.  
(g) A lawyer shall create and maintain an “IOLTA Account,” which is a pooled interest-bearing client trust account for funds of clients or third persons which are nominal in amount or to be held for such a short period of time that the funds would not be expected to earn income for the client of third person in excess of the costs incurred to secure such income.  
(1) IOLTA Accounts shall be of a type approved and authorized by the Louisiana Bar Foundation and maintained only in “eligible” financial institutions, as approved and certified by the Louisiana Bar Foundation. The Louisiana Bar Foundation shall |
As of January 19, 2017

establish regulations, subject to approval by the Supreme Court of Louisiana, governing the determination that a financial institution is eligible to hold IOLTA Accounts and shall at least annually publish a list of LBF-approved/certified eligible financial institutions. Participation in the IOLTA program is voluntary for financial institutions.

IOLTA Accounts shall be established at a bank or savings and loan association authorized by federal or state law to do business in Louisiana, the deposits of which are insured by an agency of the federal government or at an open-end investment company registered with the Securities and Exchange Commission authorized by federal or state law to do business in Louisiana which shall be invested solely in or fully collateralized by U.S. Government Securities with total assets of at least $250,000,000 and in order for a financial institution to be approved and certified by the Louisiana Bar Foundation as eligible, shall comply with the following provisions:

(A) No earnings from such an account shall be made available to a lawyer or law firm.

(B) Such account shall include all funds of clients or third persons which are nominal in amount or to be held for such a short period of time the funds would not be expected to earn income for the client or third person in excess of the costs incurred to secure such income.

(C) Funds in each interest-bearing client trust account shall be subject to withdrawal upon request and without delay, except as permitted by law.

(2) To be approved and certified by the Louisiana Bar Foundation as eligible, financial institutions shall maintain IOLTA Accounts which pay an interest rate comparable to the highest interest rate or dividend generally available from the institution to its non-IOLTA customers when IOLTA Accounts meet or exceed the same minimum balance or other eligibility qualifications, if any. In determining the highest interest rate or dividend generally available from the institution to its non IOLTA accounts, eligible institutions may consider factors, in addition to the IOLTA Account balance, customarily considered by the institution when setting interest rates or dividends for its customers, provided that such factors do not discriminate between IOLTA Accounts and accounts of non-IOLTA customers, and that these factors do not include that the account is an IOLTA Account. The eligible institution shall calculate interest and dividends in accordance with its standard practice for non-IOLTA customers, but the eligible institution may elect to pay a higher interest or dividend rate on IOLTA Accounts.

(3) To be approved and certified by the Louisiana Bar Foundation as eligible, a financial institution may achieve rate comparability required in (g)(2) by:

(A) Establishing the IOLTA Account as:

(1) an interest-bearing checking account; (2) a money market deposit account with or tied to checking; (3) a sweep account which is a money market fund or daily (overnight) financial institution repurchase agreement invested solely in or fully collateralized by U.S. Government Securities; or (4) an open-end money market fund solely invested in or fully collateralized by U.S. Government Securities. A
daily financial institution repurchase agreement may be established only with an
eligible institution that is “well-capitalized” or “adequately capitalized” as those
terms are
defined by applicable federal statutes and regulations. An open-end money market
fund must be invested solely in U.S. Government Securities or repurchase
agreements fully collateralized by U.S. Government Securities, must hold itself out
as a “money-market fund” as that term is defined by federal statutes and regulations
under the Investment Company Act of 1940, and, at the time of the investment, must
have total assets of at least $250,000,000. “U.S. Government Securities” refers to
U.S. Treasury
obligations and obligations issued or guaranteed as to principal and interest by the
United States or any agency or instrumentality thereof.

(B) Paying the comparable rate on the IOLTA checking account in lieu of
establishing the IOLTA Account as the higher rate product; or
(C) Paying a “benchmark” amount of qualifying funds equal to 60% of the Federal
Fund Target Rate as of the first business day of the quarter or other IOLTA
remitting period; no fees may be deducted from this amount which is deemed
already to be net of “allowable reasonable fees.”

(4) Lawyers or law firms depositing the funds of clients or third persons in an
IOLTA Account shall direct the depository institution:
(A) To remit interest or dividends, net of any allowable reasonable fees on the
average monthly balance in the account, or as otherwise computed in accordance
with an eligible institution’s standard accounting practice, at least quarterly, to the
Louisiana Bar Foundation, Inc.;
(B) to transmit with each remittance to the Foundation, a statement, on a form
approved by the LBF, showing the name of the lawyer or law firm for whom the
remittance is sent and for each account: the rate of interest or dividend applied; the
amount of interest or dividends earned; the types of fees deducted, if any; and the
average account balance for each account for each month of the period in which the
report is made; and
(C) to transmit to the depositing lawyer or law firm a report in accordance with
normal procedures for reporting to its depositors.

(5) “Allowable reasonable fees” for IOLTA Accounts are: per check charges; per
deposit charges; a fee in lieu of minimum balance; sweep fees and a reasonable
IOLTA Account administrative fee. All other fees are the responsibility of, and may
be charged to, the lawyer or law firm maintaining the IOLTA Account. Fees or
service charges that are not “allowable reasonable fees” include, but are not limited
to: the cost of check printing; deposit stamps; NSF charges; collection charges; wire
transfers; and fees for cash management. Fees or charges in excess of the earnings
accrued on the account for any month or quarter shall not be taken from earnings
accrued on other IOLTA Accounts or from the principal of the account. Eligible
financial institutions may elect to waive any or all fees on IOLTA Accounts.

(6) A lawyer is not required independently to determine whether an interest rate is
comparable to the highest rate or dividend generally available and shall be in
presumptive compliance with Rule 1.15(g) by maintaining a client trust account of
the type approved and authorized by the Louisiana Bar Foundation at an “eligible”
financial institution.

IOLTA RULES

(1) The IOLTA program shall be a mandatory program requiring participation by lawyers and law firms, whether proprietorships, partnerships, limited liability companies or professional corporations.

(2) The following principles shall apply to funds of clients or third persons which are held by lawyers and law firms:

(a) No earnings on the IOLTA Accounts may be made available to or utilized by a lawyer or law firm.

(b) Upon the request of, or with the informed consent of a client or third person, a lawyer may deposit funds of the client or third person into a non-IOLTA, interest-bearing client trust account and earnings may be made available to the client or third person, respectively, whenever possible upon deposited funds which are not nominal in amount or are to be held for a period of time long enough that the funds would be expected to earn income for the client or third person in excess of the costs incurred to secure such income; however, traditional lawyer-client relationships do not compel lawyers either to invest such funds or to advise clients or third persons to make their funds productive.

(c) Funds of clients or third-persons which are nominal in amount or to be held for such a short period of time that the funds would not be expected to earn income for the client or third person in excess of the costs incurred to secure such income shall be retained in an IOLTA Account at an eligible financial institution as outlined above in section (g), with the interest or dividend (net of allowable reasonable fees) made payable to the Louisiana Bar Foundation, Inc., said payments to be made at least quarterly.

(d) In determining whether the funds of a client or third person can earn income in excess of costs, a lawyer or law firm shall consider the following factors:

(1) The amount of the funds to be deposited;

(2) The expected duration of the deposit, including the likelihood of delay in the matter for which the funds are held;

(3) The rates of interest or yield at financial institutions where the funds are to be deposited;

(4) The cost of establishing and administering non-IOLTA accounts for the benefit of the client or third person including service charges, the costs of the lawyer’s services, and the costs of preparing any tax reports required for income accruing to the benefit of the client or third person;

(5) The capability of financial institutions, lawyers or law firms to calculate and pay income to individual clients or third persons;

(6) Any other circumstances that affect the ability of the funds of the client or third person to earn a positive return for the client or third person.

The determination of whether funds to be invested could be utilized to provide a positive net return to the client or third person rests in the sound judgment of each lawyer or law firm. The lawyer or law firm shall review its IOLTA Account at reasonable intervals to determine whether changed circumstances require further action with respect to the funds of any client or third person.

(e) Although notification of a lawyer’s participation in the IOLTA Program is not
As of January 19, 2017

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<tr>
<th>Rule 1.16</th>
<th>Rule 1.16 (d): deleted the last sentence of (d) and added the following three sentences: &quot;Upon written request by the client, the lawyer shall promptly release to the client or the client’s new lawyer the entire file relating to the matter. The lawyer may retain a copy of the file but shall not condition release over issues relating to the expense of copying the file or for any other reason. The responsibility for the cost of copying shall be determined in an appropriate proceeding.&quot;</th>
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| Rule 1.17 | A lawyer or a law firm may sell or purchase a law practice, or an area of law practice, including good will, if the following conditions are satisfied:
(a) The selling lawyer has not been disbarred or permanently resigned from the practice of law in lieu of discipline, and permanently ceases to engage in the practice of law, or has disappeared or died;
(b) The entire law practice, or area of law practice, is sold to another lawyer admitted and currently eligible to practice in this jurisdiction;
(c) At least ninety (90) days in advance of the sale, actual notice, either by in-person consultation confirmed in writing, or by U.S. mail, is given to each of the clients of the law practice being sold, indicating:
(1) the proposed sale of the law practice;
(2) the identity and background of the lawyer or law firm that proposes to acquire |
the law practice, including principal office address, number of years in practice in Louisiana, and disclosure of any prior formal discipline for professional misconduct, as well as the status of any disciplinary proceeding currently pending in which the lawyer or law firm is a named respondent;

(3) the client’s right to choose and retain other counsel and/or take possession of the client’s files(s); and

(4) the fact that the client’s consent to the transfer of the client’s file(s) will be presumed if the client does not take any action or does not otherwise object within ninety (90) days of the notice.

(d) In addition to the advance notice to each client described above, at least thirty (30) days in advance of the sale, an announcement or notice of the sale of the law practice, including the proposed date of the sale, the name of the selling lawyer, the name(s) of the purchasing lawyer(s) or law firm(s), and the address and telephone number where any person entitled to do so may object to the proposed sale and/or take possession of a client file, shall also be published: 1) in the Louisiana Bar Journal; and 2) once a week for at least two (2) consecutive weeks in a newspaper of general circulation in the city or town (or parish if located outside a city or town) in which the principal office of the law practice is located. The announcement or notice required by this Rule does not fall within the scope of Rules 7.1 through 7.10 of these Rules.

(e) The fees or costs charged clients shall not be increased by reason of the sale.

(f)(1) A lawyer or law firm that proposes to acquire a law practice may be provided, initially, with only enough information regarding the matters involved reasonably necessary to enable the lawyer or law firm to determine whether any conflicts of interest exist. If there is reason to believe that the identity of a client or the fact of representation itself constitutes confidential information under the circumstances, such information shall not be provided to the purchasing lawyer or law firm without first advising the client of the identity of the purchasing lawyer or law firm and obtaining the client’s informed consent in writing to the proposed disclosure.

If the purchasing lawyer or law firm determines that a conflict of interest exists prior to reviewing the information, or determines during the course of review that a conflict of interest exists, the lawyer or law firm shall not review or continue to review the information unless the conflict has been disclosed to and the informed written consent of the client has been obtained.

(2) A lawyer or law firm that proposes to acquire a law practice shall maintain the confidentiality of and shall not use any client information received in connection with the proposed sale in the same manner and to the same extent as if the clients of the law practice were already the clients of that acquiring lawyer or law firm.

(g) Consistent with Rule 1.16(c) of these Rules, before responsibility for a matter in litigation can be sold as part of a law practice, any necessary notice to and permission of a tribunal shall be given/obtained.

(h) Notwithstanding any sale, the client shall retain unfettered discretion to terminate the selling or purchasing lawyer or law firm at any time, and upon termination, the selling or purchasing lawyer in possession shall return such client’s file(s) in accordance with Rule 1.16(d) of these Rules.

| Rule 1.18 | Identical |
As of January 19, 2017

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<td>Rule 2.1</td>
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<td>Rule 3.9</td>
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<td>Rule 4.1</td>
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<td>Rule 4.2</td>
<td>moves from comment to (b) the provision regarding prohibited communications with the constituents of an organization. Uses same language as new comment [7]. “(b): a person the lawyer knows or reasonably should know who presently is a director, officer, employee, member, shareholder or other constituent of a represented organization and (1) who supervises, directs or regularly consults with the organization’s lawyer concerning the matter; (2) who has the authority to obligate the organization with respect to the matter; or (3) whose act or omission in connection with the matter may be imputed to the organization for purposes of civil or criminal liability.”</td>
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<td>Rule 4.3</td>
<td>Identical</td>
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<td>Rule 4.4</td>
<td>(b) differs from MR but adopts “electronically stored information” language: “A lawyer who receives a writing or electronically stored information that, on its face, appears to be subject to the attorney-client privilege or otherwise confidential, under circumstances where it is clear that the writing or electronically stored information was not intended for the receiving lawyer, shall refrain from examining or reading the writing or electronically stored information, promptly notify the sending lawyer, and return the writing or delete the electronically stored information.”</td>
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<td>*Amendment effective 4/1/2015</td>
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<tr>
<td><strong>Rule 5.4</strong></td>
<td>*(a)(2) differs from MR: a lawyer who undertakes to complete unfinished legal business of a deceased lawyer may pay to the estate of the deceased lawyer that proportion of the total compensation which fairly represents the services rendered by the deceased lawyer</td>
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<td><em>(a)(4): identical to MR (a)(2)</em></td>
<td>Adds as (a)(5): a lawyer may share legal fees as otherwise provided in Rule 7.2(c)(13).</td>
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<tr>
<th><strong>Rule 5.5</strong></th>
<th>*(d)(1): Did not adopt adds as (e): (e)(1) A lawyer shall not:</th>
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<td><em>(i) employ, contract with as a consultant, engage as an independent contractor, or otherwise join in any other capacity, in connection with the practice of law, any person the attorney knows or reasonably should know is a disbarred attorney, during the period of disbarment, or any person the attorney knows or reasonably should know is an attorney who has permanently resigned from the practice of law in lieu of discipline; or</em></td>
<td><em>(ii) employ, contract with as a consultant, engage as an independent contractor, or otherwise join in any other capacity, in connection with the practice of law, any person the attorney knows or reasonably should know is a suspended attorney, during the period of suspension, unless first preceded by the submission of a fully executed employment registration statement to the Office of Disciplinary Counsel, on a registration form provided by the Louisiana Attorney Disciplinary Board, and approved by the Louisiana Supreme Court.</em></td>
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<td><em>(e)(2) The registration form provided for in Section (e)(1) shall include: i) the identity and bar roll number of the suspended attorney sought to be hired; ii) the identity and bar roll number of the attorney having direct supervisory responsibility over the suspended attorney throughout the duration of employment or association; iii) a list of all duties and activities to be assigned to the suspended attorney during the period of employment or association; iv) the terms of employment of the suspended attorney, including method of compensation; v) a statement by the employing attorney that includes a consent to random compliance audits, to be conducted by the Office of Disciplinary Counsel, at any time during the employment or association of the suspended attorney; and vi) a statement by the employing attorney certifying that the order giving rise to the suspension of the proposed employee has been provided for review and consideration in advance of employment by the suspended attorney.</em></td>
<td>*(e)(3) For purposes of this Rule, the practice of law shall include the following activities: i) holding oneself out as an attorney or lawyer authorized to practice law; ii) rendering legal consultation or advice to client; iii) appearing on behalf of a client in any hearing or proceeding, or before any judicial officer, arbitrator, mediator, court, public agency, referee, magistrate,</td>
</tr>
</tbody>
</table>
commissioner, hearing officer, or governmental body operating in an adjudicative
capacity, including
submission of pleadings, except as may otherwise be permitted by law;
iv) appearing as a representative of the client at a deposition or other discovery
matter;
v) negotiating or transacting any matter for or on behalf of a client with third parties;
vi) otherwise engaging in activities defined by law or Supreme Court decision as
constituting the practice of law.
(e)(4) In addition, a suspended lawyer shall not receive, disburse or otherwise
handle
client funds.
(e)(5) Upon termination of the suspended attorney, the employing attorney having
direct supervisory authority shall promptly serve upon the Office of Disciplinary
Counsel written notice of the termination.

<table>
<thead>
<tr>
<th>Rule 5.6</th>
<th>Identical</th>
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<tbody>
<tr>
<td>Rule 5.7</td>
<td>not adopted - no rule 5.7.</td>
</tr>
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<table>
<thead>
<tr>
<th>Rule 6.1</th>
<th>First sentence of introduction is different: “Every lawyer should aspire to provide legal services to those unable to pay.” After (b): does not include final sentence of MR.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rule 6.2</td>
<td>Identical</td>
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<tr>
<td>Rule 6.3</td>
<td>Identical</td>
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<tr>
<td>Rule 6.4</td>
<td>Identical</td>
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<tr>
<td>Rule 6.5</td>
<td>Identical</td>
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<tr>
<th>Rule 7.1</th>
<th>did not make changes to their rule, which differs extensively from MR and contains examples of communications that violate the rule. (a) A lawyer shall not make or permit to be made a false, misleading or deceptive communication about the lawyer, the lawyer’s services or the services of the lawyer’s firm. For example, a communication violates this rule if it: (i) Contains a material misrepresentation of fact or omits a fact necessary to make the communication, considered as a whole, not misleading; or (ii) Contains a statement or implication that the outcome of any particular legal matter was not or will not be related to its facts or merits; or (iii) Contains a statement or implication that the lawyer can influence unlawfully any court, tribunal or other public body or official; or (iv) In the case of a bankruptcy matter, fails to state clearly that the matter will involve a bankruptcy proceeding; or (v) Compares the lawyer’s or the law firm’s services with any other lawyer’s services, unless the comparison can be factually substantiated; or (vi) Contains an endorsement by a celebrity or public figure without disclosing that (A) the endorser is not a client of the lawyer or the firm, if such is the case, and (B) the endorser is being paid or otherwise compensated for his or her endorsement, if such is the case; or (vii) Contains a visual portrayal of a client by a nonclient or a lawyer by a</th>
</tr>
</thead>
</table>
As of January 19, 2017

<table>
<thead>
<tr>
<th><strong>Rule 7.2</strong></th>
<th><strong>Amendment Effective June 2, 2016</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) Required Content of Advertisements and Unsolicited Written Communications.</td>
<td>The following shall apply to any communication conveying information about a lawyer, a lawyer’s services or a law firm’s services:</td>
</tr>
<tr>
<td>(1) Name of Lawyer.</td>
<td>(a) Required Content of Advertisements and Unsolicited Written Communications.</td>
</tr>
<tr>
<td>All advertisements and unsolicited written communications pursuant to these Rules shall include the name of at least one lawyer responsible for their content.</td>
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</tr>
<tr>
<td>(2) Location of Practice.</td>
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<td></td>
</tr>
<tr>
<td>(3) The following items may be used without including the content required by subdivisions (a)(1) and (a)(2) of this Rule 7.2:</td>
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</tr>
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</table>
(A) Sponsorships. A brief announcement in any public media that identifies a lawyer or law firm as a contributor to a specified charity or as a sponsor of a public service announcement or a specified charitable, community, or public interest program, activity, or event, provided that the announcement contains no information about the lawyer or the law firm other than permissible content of advertisements listed in Rule 7.2(b) and the fact of the sponsorship or contribution, in keeping with Rule 7.8(b);

(B) Gift/Promotional Items. Items, such as coffee mugs, pens, pencils, apparel, and the like, that identify a lawyer or law firm and are used/disseminated by With amendments through June 2, 2016. 38 a lawyer or law firm not in violation of these Rules, including but not limited to Rule 7.2(c)(13) and Rule 7.4; and

(C) Office Sign(s) for Bona Fide Office Location(s). A sign, placard, lettering, mural, engraving, carving or other alphanumeric display conveying information about a lawyer, a lawyer’s services or a law firm’s services that is permanently affixed, hanging, erected or otherwise attached to the physical structure of the building containing a bona fide office location for a lawyer or law firm, or to the property on which that bona fide office location sits.

(b) Permissible Content of Advertisements and Unsolicited Written Communications. If the content of an advertisement in any public media or unsolicited written communication is limited to the following information, the advertisement or unsolicited written communication is exempt from the filing and review requirement and, if true, shall be presumed not to be misleading or deceptive.

(1) Lawyers and Law Firms. A lawyer or law firm may include the following information in advertisements and unsolicited written communications:

(A) subject to the requirements of this Rule and Rule 7.10, the name of the lawyer or law firm, a listing of lawyers associated with the firm, office locations and parking arrangements, disability accommodations, telephone numbers, Web site addresses, and electronic mail addresses, office and telephone service hours, and a designation such as “attorney”, “lawyer” or “law firm”;

(B) date of admission to the Louisiana State Bar Association and any other bars, current membership or positions held in the Louisiana State Bar Association, its sections or committees, former membership or positions held in the Louisiana State Bar Association, its sections or committees, together with dates of membership, former positions of employment held in the legal profession, together with dates the positions were held, years of experience practicing law, number of lawyers in the advertising law firm, and a listing of federal courts and jurisdictions other than Louisiana where the lawyer is licensed to practice;

(C) technical and professional licenses granted by the State or other recognized licensing authorities and educational degrees received, including dates and institutions;

(D) military service, including branch and dates of service;

(E) foreign language ability;

(F) fields of law in which the lawyer practices, including official certification logos, subject to the requirements of subdivision (c)(5) of this Rule;

(G) prepaid or group legal service plans in which the lawyer participates;

(H) fee for initial consultation and fee schedule, subject to the requirements of
subdivisions (c)(6) and (c)(7) of this Rule;
(I) common salutatory language such as “best wishes,” “good luck,” “happy holidays,” or “pleased to announce”;
(J) punctuation marks and common typographical marks; and
(K) a photograph or image of the lawyer or lawyers who are members of or employed by the firm against a plain background.

(2) Public Service Announcements. A lawyer or law firm may be listed as a sponsor of a public service announcement or charitable, civic, or community program or event as long as the information about the lawyer or law firm is limited to the permissible content set forth in subdivision (b)(1) of this Rule.

(c) Prohibitions and General Rules Governing Content of Advertisements and Unsolicited Written Communications.

(1) Statements About Legal Services. A lawyer shall not make or permit to be made a false, misleading or deceptive communication about the lawyer, the lawyer’s services or the law firm’s services. A communication violates this Rule if it:
(A) contains a material misrepresentation of fact or law;
(B) is false, misleading or deceptive;
(C) fails to disclose material information necessary to prevent the information supplied from being false, misleading or deceptive;
(D) contains a reference or testimonial to past successes or results obtained, except as allowed in the Rule regulating information about a lawyer’s services provided upon request; (Suspended)
(E) promises results;
(F) states or implies that the lawyer can achieve results by means that violate the Rules of Professional Conduct or other law;
(G) compares the lawyer’s services with other lawyers’ services, unless the comparison can be factually substantiated;
(H) contains a paid testimonial or endorsement, unless the fact of payment is disclosed;
(I) includes (i) a portrayal of a client by a non-client without disclaimer of such, as required by Rule 7.2(c)(10); (ii) the depiction of any events or scenes, other than still pictures, photographs or other static images, that are not actual or authentic without disclaimer of such, as required by Rule 7.2(c)(10); or (iii) a still picture, photograph or other static image that, due to alteration or the context of its use, is false, misleading or deceptive;
(J) the portrayal of a lawyer by a non-lawyer, the portrayal of a law firm as a fictionalized entity, the use of a fictitious name to refer to lawyers not associated together in a law firm, or otherwise implies that lawyers are associated in a law firm if that is not the case;
(K) resembles a legal pleading, notice, contract or other legal document;
(L) utilizes a nickname, moniker, motto or trade name that states or implies an ability to obtain results in a matter; or
(M) fails to comply with Rule 1.8(e)(4)(iii).

(2) Prohibited Visual and Verbal Portrayals and Illustrations. A lawyer shall not include in any advertisement or unsolicited written communication any visual or verbal descriptions, depictions, illustrations (including photographs) or portrayals of
persons, things, or events that are false, misleading or deceptive.

(3) Advertising Areas of Practice. A lawyer or law firm shall not state or imply in advertisements or unsolicited written communications that the lawyer or law firm currently practices in an area of practice when that is not the case.

(4) Stating or Implying Louisiana State Bar Association Approval. A lawyer or law firm shall not make any statement that directly or impliedly indicates that the communication has received any kind of approval from The Louisiana State Bar Association.

(5) Communication of Fields of Practice. A lawyer may communicate the fact that the lawyer does or does not practice in particular fields of law. A lawyer may state that the lawyer is a "specialist," practices a "specialty," or "specializes in" particular fields, but such communications are subject to the "false and misleading" standard applied in Rule 7.2(c)(1) to communications concerning a lawyer's services. A lawyer shall not state or imply that the lawyer is "certified," or "board certified" except as follows:

(A) Lawyers Certified by the Louisiana Board of Legal Specialization. A lawyer who complies with the Plan of Legal Specialization, as determined by the Louisiana Board of Legal Specialization, may inform the public and other lawyers of the lawyer's certified area(s) of legal practice. Such communications should identify the Louisiana Board of Legal Specialization as the certifying organization and state that the lawyer is "certified," or "board certified in (area of certification)."

(B) Lawyers Certified by Organizations Other Than the Louisiana Board of Legal Specialization or Another State Bar. A lawyer certified by an organization other than the Louisiana Board of Legal Specialization or another state bar may inform the public and other lawyers of the lawyer's certified area(s) of legal practice by stating that the lawyer is "certified," or "board certified in (area of certification)" if: (i) the lawyer complies with Section 6.2 of the Plan of Legal Specialization for the Louisiana Board of Legal Specialization; and, (ii) the lawyer includes the full name of the organization in all communications pertaining to such certification. A lawyer who has been certified by an organization that is accredited by the American Bar Association is not subject to Section 6.2 of the Plan of Legal Specialization.

(C) Certification by Other State Bars. A lawyer certified by another state bar may inform the public and other lawyers of the lawyer's certified area(s) of legal practice and may state in communications to the public that the lawyer is "certified," or "board certified in (area of certification)" if: (i) the state bar program grants certification on the basis of standards reasonably comparable to the standards of the Plan of Legal Specialization, as determined by the Louisiana Board of Legal Specialization; and, (ii) the lawyer includes the name of the state bar in all communications pertaining to such certification.

(6) Disclosure of Liability For Expenses Other Than Fees. Every advertisement and unsolicited written communication that contains information about the lawyer's fee, including those that indicate no fee will be charged in the absence of a recovery, shall disclose whether the client will be liable for any costs and/or expenses in addition to the fee.

(7) Period for Which Advertised Fee Must be Honored. A lawyer who advertises a specific fee or range of fees for a particular service shall honor the advertised fee or
range of fees for at least ninety days from the date last advertised unless the With
amendments through June 2, 2016. 42 advertisement specifies a shorter period;
provided that, for advertisements in the yellow pages of telephone directories or
other media not published more frequently than annually, the advertised fee or range
of fees shall be honored for no less than one year following publication.

(8) Firm Name. A lawyer shall not advertise services under a name that violates the
provisions of Rule 7.10.

(9) Language of Required Statements. Any words or statements required by these
Rules to appear in an advertisement or unsolicited written communication must
appear in the same language in which the advertisement or unsolicited written
communication appears. If more than one language is used in an advertisement or
unsolicited written communication, any words or statements required by these Rules
must appear in each language used in the advertisement or unsolicited written
communication.

(10) Appearance of Required Statements, Disclosures and Disclaimers. Any words
or statements required by these Rules to appear in an advertisement or unsolicited
written communication must be clearly legible if written or intelligible if spoken
aloud. All disclosures and disclaimers required by these Rules shall be clear,
conspicuous and clearly associated with the item requiring disclosure or disclaimer.
Written disclosures and disclaimers shall be clearly legible and, if televised or
displayed electronically, shall be displayed for a sufficient time to enable the viewer
to easily see and read the disclosure or disclaimer. Spoken disclosures and
disclaimers shall be plainly audible and clearly intelligible.

(11) Payment by Non-Advertising Lawyer. No lawyer shall, directly or indirectly,
pay all or a part of the cost of an advertisement by a lawyer not in the same firm.

(12) Referrals to Another Lawyer. If the case or matter will be, or is likely to be,
referred to another lawyer or law firm, the communication shall include a statement
so advising the prospective client.

(13) Payment for Recommendations; Lawyer Referral Service Fees. A lawyer shall
not give anything of value to a person for recommending the lawyer’s services,
except that a lawyer may pay the reasonable cost of advertising or written or
recorded communication permitted by these Rules, and may pay the usual charges of
a lawyer referral service or other legal service organization only as follows:

(A) A lawyer may pay the usual, reasonable and customary charges of a lawyer
referral service operated by the Louisiana State Bar Association, any local bar
association, or any other not-for-profit organization, provided the lawyer referral
service:

(i) refers all persons who request legal services to a participating lawyer; With
amendments through June 2, 2016. 43

(ii) prohibits lawyers from increasing their fee to a client to compensate for the
referral service charges; and

(iii) fairly and equitably distributes referral cases among the participating lawyers,
within their area of practice, by random allotment or by rotation.

* The 5th U.S. Circuit Court of Appeals found the LA Rules 7.2(C)(1)(D),
7.2(C)(1)(J), and 7.2(C)(10) unconstitutional, Public Citizen Inc., et al. v. Louisiana
Attorney Disciplinary Board, et al., No. 09-30925, 01-31-2011.
Rule 7.3 | (a) and (c) are similar to old Model Rule (a) and (b).
MR (d) not included
LA (b) is much more detailed than MR (c):
(b) In instances where there is no family or prior professional relationship, a lawyer shall not initiate targeted solicitation, in the form of a written or recorded communication, of a person or persons known to need legal services of a particular kind provided by the lawyer in a particular matter for the purpose of obtaining professional employment unless such communication complies with the requirements set forth below and is not otherwise in violation of these rules:
(i) A copy or recording of each such communication and a record of when and where it was used shall be kept by the lawyer using such communication for three (3) years after its last dissemination.
(ii) Such communication shall state clearly the name of at least one member in good standing of the Association responsible for its content.
(iii) In the case of a written communication:
(A) such communication shall not resemble a legal pleading, notice, contract or other legal document and shall not be delivered via registered mail, certified mail or other restricted form of delivery;
(B) the top of each page of such communication and the lower left corner of the face of the envelope in which the communication is enclosed shall be plainly marked “ADVERTISEMENT” in print size at least as large as the largest print used in the written communication, provided that if the written communication is in the form of a self-mailing brochure or pamphlet, the “ADVERTISEMENT” mark shall appear above the address panel of the brochure or pamphlet; or in the case of an electronic mail communication, the subject line of the communication states that “This is an advertisement for legal services”; and
(C) if the communication concerns an action for personal injury or wrongful death or otherwise relates to an accident or disaster involving the person to whom the communication is addressed or a relative of that person, such communication shall not be initiated by the lawyer unless the accident or disaster occurred more than 30 days prior to the mailing of the communication.
(iv) In the case of a recorded communication, such communication shall be identified specifically as an advertisement at the beginning of the recording, at the end of the recording and on any envelope in which it is transmitted in accordance with the requirements of subparagraph (iii)(B) above.
(v) If the communication is prompted by a specific occurrence involving or affecting the intended recipient of the communication or a family member of the intended recipient, such communication shall disclose how the lawyer obtained the information prompting the communication.

Rule 7.4 | Did not change title
Rule states only: A lawyer shall not state or imply that the lawyer is certified, or is a specialist or an expert, in a particular area of law, unless such certification specialization or expertise has been recognized or approved in accordance with the rules and procedures established by the Louisiana Board of Legal Specialization.

Rule 7.5 | The rule is similar to 7.5. It includes the following sentence at the end of (a): "A lawyer shall not use a trade or fictitious name unless the name is the law firm name
As of January 19, 2017

<table>
<thead>
<tr>
<th>Rule 7.6</th>
<th>not adopted</th>
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</table>
| Rule 8.1 | includes (c): " Fail to cooperate with the Office of Disciplinary Counsel in its investigation of any matter before it except for an openly expressed claim of a constitutional privilege."
| Rule 8.2 | Identical |
| Rule 8.3 | (c) adds at the end: “ or while serving as a member of the Ethics Advisory Service Committee.” |
| Rule 8.4 | adds in (b): “especially one” that reflects adversely.... (e), adds before “government agency or official,” “judge, judicial officer, ” adds (g): Threaten to present criminal or disciplinary_charges solely to obtain an advantage in a civil matter. |
| Rule 8.5 | Identical |

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