
**E-85-6 Listing legal assistants on attorney
letterhead**

Question

May an attorney list his or her legal assistants on the attorney's law firm letterhead?

Opinion

Formal Opinion E-75-22, 57 Wis. Bar Bull. 54 (June 1984) concluded that it would be improper to list names of legal assistants or paralegals on law firm letterhead. However, in light of Wisconsin Supreme Court Rule 20.08(7), which states that a lawyer may advertise the lawyer's availability to provide legal services except use of any advertising that is false, misleading, deceptive, or unfair, it appears that a lawyer may list legal assistants on law firm letterhead. *See also In the Matter of Disciplinary Proceedings Against Marcus & Tepper*, 107 Wis. 2d 560, 320 N.W.2d 806 (1982); *Bates v. State Bar of Arizona*, 433 U.S. 350, 53 L. Ed. 2d 810, 97 S. Ct. 2691 (1977). Whether a lawyer employs legal assistants is certainly relevant as to the lawyer's availability to provide legal services.

Accordingly, so long as the provisions of SCR 20.08(7) are complied with, a lawyer may properly list legal assistants on law firm letterhead. Anything to the contrary in Formal Opinion E-75-22 is no longer of force or effect.