



The Association of Law List Publishers
Grievance Procedure and Code of Conduct

**(As adopted July, 1989
Updated January, 2001)**

Grievance Procedure

When an attorney feels that he has a grievance against the publisher of a law list, he should present that grievance in writing to the Executive Vice President of the Commercial Law League of America. The Executive Vice President will then review the grievance (in confidence) as it applies to The Association of Law List Publishers Code of Conduct and Constitution. If the Executive Vice President feels that there is a legitimate complaint which needs to be handled, the facts will then be presented to the Association of Law List Publishers' Grievance Committee. That committee is comprised of three members: 1) the Association of Law List Publishers representative on the CLLA Board of Governors, 2) the Association of Law List Publishers representative on the Board of Directors of the Fund for Public Education, 3) the President of the Association of Law List Publishers. If the complaint is against one of the three members of the Grievance Committee, then the Vice President of the Association of Law List Publishers will be the alternate member of the Grievance Committee.

It is incumbent on the Association of Law List Publishers Grievance Committee to try to arbitrate, negotiate, settle or rectify the specific complaint to the satisfaction of both the attorney and publisher.

If the publisher is determined to be in violation of the Code of Conduct of the Association of Law List publishers by the Association of Law List Publishers Grievance Committee and with recommendation of that committee, the complaint will be sent to the Member Objections and Grievance Committee of the Commercial Law League of America for final determination and action.



Code of Conduct

All members of the Association of Law List Publishers shall conduct their business in accordance with this Code of Conduct, and their membership in the Association of Law List Publishers shall be conditioned on their continuing conduct in accordance with this code. Each member shall:

In General Conduct

(1) Maintain a high standard of fairness, honesty and courtesy in the conduct of business and avoid any activity which would bring reproach on this industry or the Association of Law List Publishers.

(2) Provide efficient service, and protect the interests of and give prompt and diligent attention to the needs of its listees and forwarders.

(3) Make certain that all law list personnel are familiar with this Code of Conduct and that they fully comply with it.

In Relation with Listees

(4) List lawyers of good character and ability. No law list shall give representation to or carry in it the names of lawyers who are not well-accredited as such in their community, both as to character and ability as lawyers, or against whom there are received by the publisher well-founded complaints or charges for improper, unethical or irregular practices. To qualify for the law list bonding program, the lawyer must also show financial stability.

(5) Refrain from establishing fees or require adherence to any fixed schedule of fees charged by a listed lawyer or paid by a user of the list.

(6) Avoid deceptive practices, statements or materials in selling listings to attorneys or promoting their services. Refrain from misrepresenting the



competence of its listees. Not permit its agents to make representations which are not reasonable and substantially accurate in obtaining listings or otherwise selling the service rendered by the publisher or the publication.

(7) Assure that every listing in a law list is supported by an executed contract with value.

(8) Charge uniform contract prices to its listees within multiple listing areas.

(9) Disclose in each listing contract the territory covered together with the charge for the contract territory.

(10) Not discriminate in giving preferential prominence to any lawyer listed by a different size or character of type, underscoring, or other methods employed by printers for emphasis or to attract attention.

(11) Rotate the names of listees in multiple listing areas at least annually so that each listee appears at the top and elsewhere in the list of listees with the same frequency and regularity, and follow consistently one system of rotation throughout a publication.

(12) Follow a consistent style throughout the publication in adding the names of new listees in towns where there are continuing listees from previous editions.

(13) Be permitted to distribute advertising items, such as calendars, pens, or similar items, provided that they are not used as inducement for a listing in any of the publications or for the purchase or use of any law list, and provided that the advertising items should not be connected with any of the solicitation materials. The guidelines suggested by the Association of Law List Publishers provide for a maximum cost of \$10 for calendars, pens and other miscellaneous advertising items and \$25 for special anniversary items. The \$10 and \$25 maximum per item should also include the cost of embossing and other related expenses.

(14) Be permitted to properly list for a given contract area both local resident lawyers and lawyers who do not maintain an office or residence therein.



(15) Not conduct its business in such a way as to hold its listees in conflict with any provision of the ABA Model Rules of Professional Conduct.

(16) Not provide without charge to any listee in a prescribed area any listing space unless all listees in such area are accorded an equal opportunity for similar treatment.

(17) Not endeavor to direct, control, participate or interfere in the professional activities of any lawyer listed; but nothing herein shall preclude the publisher of a law list making appropriate inquiries or an investigation where a complaint has been made concerning the professional activities of a listee.

(18) Should not be required to be entirely open. Restrictions as to the number of lawyers listed in a geographic location are permissible.

(19) Shall not encourage competition for representation on its list for the purpose of enabling it to increase the cost of representation.

(20) All things being equal when selecting a new listee, preference should be given to a CLLA member. Whenever an attorney selected for listing is not a member of the CLLA, the publisher shall forthwith recommend him for membership in the CLLA.