

NOTICE TO THE BAR

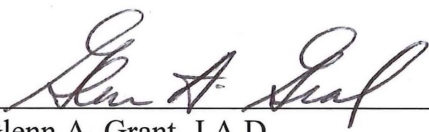
LAWYER PARTICIPATION IN THE AVVO LEGAL SERVICE PROGRAM AND IN LEGALZOOM AND ROCKET LAWYER LEGAL SERVICE PLANS

On June 21, 2017, the Advisory Committee on Professional Ethics, Committee on Attorney Advertising, and Committee on the Unauthorized Practice of Law issued a Joint Opinion (ACPE Opinion 732, CAA Opinion 44, UPL Opinion 54) stating that the legal service program operated by Avvo through its website is an impermissible lawyer referral service, in violation of Rules of Professional Conduct 7.2(c) and 7.3(d), and comprises improper fee sharing with a nonlawyer in violation of Rule of Professional Conduct 5.4(a). New Jersey lawyers may not participate in the Avvo legal service program.

The Joint Opinion further states that LegalZoom and Rocket Lawyer appear to be offering legal service plans that have not been registered pursuant to Rule of Professional Conduct 7.3(e)(4)(vii). New Jersey lawyers may not participate in the LegalZoom or Rocket Lawyer legal service plans because they are not registered with the New Jersey Supreme Court (Administrative Office of the Courts).

Attached is a list of legal service plans that are currently registered with the Administrative Office of the Courts. Note that, pursuant to Rule of Professional Conduct 7.3(e)(4)(vii), legal service plans must register on an annual basis.

Questions or comments may be directed to the ACPE/CAA/UPL Secretary in the Professional Services Unit at 609-292-0694 or 609-815-2900 extension 54946.



Glenn A. Grant, J.A.D.
Acting Administrative Director of the Courts

Dated: June 21, 2017

Registration No.	Plan Name	Date Renewed
NJ-1983-10-107	UAW-Chrysler, Ford Legal Service Plan	11/01/2016
NJ-1984-08-113	AOPA Service Corporation	07/29/2016
NJ-1989-06-150	American Express Legal Plan	03/27/2017
NJ-1990-12-156	Building Service 32B-J Legal Service Fund	02/06/2017
NJ-1992-08-163	UAW-Mack Truck Legal Plan	03/27/2017
NJ-1993-04-169	Signature Agency, Inc. Legal Service Plan of America	04/13/2017
NJ-1994-07-176	PepsiCo	03/27/2017
NJ-1997-07-194	New York Life	03/27/2017
NJ-1997-07-195	Towers Perrin AKA Towers Watson	03/27/2017
NJ-1999-09-210	Local 99 Health Welfare Fund	01/11/2017
NJ-2000-05-215	ARAG, LLC	07/22/2016
NJ-2000-07-220	Pfizer	03/27/2017
NJ-2000-07-222	Met Life	03/27/2017
NJ-2000-07-225	General Dynamics	03/27/2017
NJ-2000-07-226	IMS Health	03/27/2017
NJ-2000-07-227	Cablevision	03/27/2017
NJ-2000-08-236	Hyatt Premier Legal Plan	03/27/2017
NJ-2002-07-237	Law Works/Law Plan	03/27/2017
NJ-2002-07-238	Hyatt Comprehensive Legal Plan	03/27/2017
NJ-2002-07-239	ISP & GAFMC	03/27/2017
NJ-2002-07-240	Avaya Legal Plan	03/27/2017
NJ-2002-07-241	Alliance for Employee Growth	03/27/2017
NJ-2003-07-249	KPMG, LLP	03/27/2017
NJ-2004-02-251	USW Local 4-380	03/27/2017
NJ-2005-06-254	Johnson & Johnson	03/27/2017
NJ-2005-07-255	Met Law	03/27/2017

NJ-2005-07-256	Will Preparation	03/27/2017
NJ-2007-10-263	New Jersey State Policeman's Benevolent	02/01/2017
NJ-2011-03-266	Everest Reinsurance Company	03/27/2017
NJ-2011-03-268	Prudential Insurance Company	03/27/2017
NJ-2011-04-269	New Jersey Press	03/27/2017
NJ-2012-03-270	Union County Medical Society	03/27/2017
NJ-2012-03-273	Morris County Medical	03/27/2017
NJ-2012-06-275	ARAG Services, LLC	07/22/2016
NJ-2012-09-276	Legal Shield	10/28/2016
NJ-2013-07-279	ARAG Services, LLC	02/27/2016
NJ-2013-07-280	ARAG Services, LLC	07/22/2016
NJ-2013-07-281	ARAG Services, LLC	07/22/2016
NJ-2015-07-282	Public Service Enterprise	03/27/2017
NJ-2016-07-283	CR Bard, Inc.	03/27/2017
NJ-2016-07-284	Bristol Myers Squibb	03/27/2017
NJ-2016-10-285	Monmouth Ocean Medical Society	10/28/2016 (initial registration)
NJ-2017-03-286	NJ Association of Osteopathic Physicians and Surgeons	03/24/2017 (initial registration)
NJ-2017-03-287	Met Law 3.0	03/27/2017 (initial registration)
NJ-2017-04-288	NJ Podiatric Medical Society	04/12/2017 (initial registration)
NJ-2017-05-289	Medical Dental Staff of Hackensack UMC	05/31/2017 (initial registration)