

## NOTICE TO THE BAR

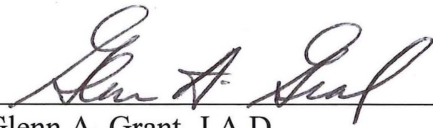
### LAWYER PARTICIPATION IN THE AVVO LEGAL SERVICE PROGRAM AND IN LEGALZOOM AND ROCKET LAWYER LEGAL SERVICE PLANS

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.

  
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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<br>Legal Service Plan                   | 11/01/2016   |
| NJ-1984-08-113   | AOPA Service<br>Corporation                                | 07/29/2016   |
| NJ-1989-06-150   | American Express Legal<br>Plan                             | 03/27/2017   |
| NJ-1990-12-156   | Building Service 32B-J<br>Legal Service Fund               | 02/06/2017   |
| NJ-1992-08-163   | UAW-Mack Truck Legal<br>Plan                               | 03/27/2017   |
| NJ-1993-04-169   | Signature Agency, Inc.<br>Legal Service Plan of<br>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<br>Towers Watson                         | 03/27/2017   |
| NJ-1999-09-210   | Local 99 Health Welfare<br>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<br>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<br>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<br>Policeman's Benevolent                  | 02/01/2017                           |
| NJ-2011-03-266 | Everest Reinsurance<br>Company                              | 03/27/2017                           |
| NJ-2011-03-268 | Prudential Insurance<br>Company                             | 03/27/2017                           |
| NJ-2011-04-269 | New Jersey Press                                            | 03/27/2017                           |
| NJ-2012-03-270 | Union County Medical<br>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<br>Medical Society                           | 10/28/2016 (initial<br>registration) |
| NJ-2017-03-286 | NJ Association of<br>Osteopathic Physicians<br>and Surgeons | 03/24/2017 (initial<br>registration) |
| NJ-2017-03-287 | Met Law 3.0                                                 | 03/27/2017 (initial<br>registration) |
| NJ-2017-04-288 | NJ Podiatric Medical<br>Society                             | 04/12/2017 (initial<br>registration) |
| NJ-2017-05-289 | Medical Dental Staff of<br>Hackensack UMC                   | 05/31/2017 (initial<br>registration) |