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Boudreaux & Bergeron, Attorneys At Law

1. Statement is false, misleading or deceptive - a lawyer MAY be needed at some point but is not absolutely necessary if one is injured. Rule 7.2(c)(1)(B).

2. Statement and illustration state or imply a promise of results. Rule 7.2(c)(1)(E).

3. Photo may or may not violate the Rule, depending on whether it is a photo of an actual or authentic auto accident. To comply with this Rule, the lawyer may be required to submit additional information to the LSBA in support of the use of the photograph in the advertisement. Rule 7.2(c)(1)(I).

4. Illustration and statement that "Phone answered 24/7", viewed together, may be false, misleading and/or deceptive, as lawyer is unlikely to answer phone 24/7. Rule 7.2(c)(1)(B).

5. Fails to state name of at least one lawyer responsible for advertisement content - Firm's trade name is insufficient. Rule 7.2(a)(1).

Also, fails to include the city or town of one or more bona fide office location(s). Rule 7.2(a)(2).