

A 200 Year Constitutional Retrospective and The Future of Attorney Advertising

Tuesday, September 13, 2016 • 4 - 6:15 pm
Tavistock Country Club • Haddonfield

Continuing Legal Education



New Jersey & Pennsylvania MCLE Approved Service Provider — YOUR Trusted CLE Source!

FACULTY

Matthew R. Litt, Esq.

The Bashful Buffalo American History Co.
Lincolnesq - Legal Marketing, PR & Research
Bordentown

Matthew Litt was a practicing attorney for 13 years until he resigned from his position as Appellate Practice & Persuasive Writing Chair at one of New Jersey's largest law firms to start Lincolnesq. He was an adjunct Legal Writing professor at Seton Hall from 2009-2014. He has created and presented countless CLE seminars throughout New Jersey, New York & Pennsylvania on topics ranging from persuasive writing to the history of legal marketing to entrepreneurship for attorneys.



Since 1881... Your Home Court Advantage!



PROGRAM TOPICS:

- The ubiquity of unrestricted attorney advertising in the 1800's - even Abraham Lincoln advertised his firm
The history of the movement to restrict attorney advertising in the early 1900's
The history of the mid-1900s movement to prohibit attorney advertising outright
Bates v. Arizona, 433 U.S. 350 (1977)
The still-developing history of ethics & standards in attorney advertising from Bates in 1977 through the present

This seminar will help lawyers become comfortable with the present and future of attorney marketing through a retrospective of its past. The history of attorney advertising is fascinating, but it is more than that. The decades immediately following Bates v. Arizona were dominated by attorneys who spent the most money and shouted the loudest. But things are changing, as attorneys who market intelligently are able to neutralize the advantages of better-funded and louder-shouting firms.

TUITION: Walk-in registrants add \$15 (includes refreshment & materials)
\$70 CCBA Members
\$25 Paralegals/Legal Secretaries
\$100 Non-Members
FREE to Law Students

NEW JERSEY CREDIT: This program is pending approval by the Board on Continuing Legal Education of the Supreme Court of New Jersey for 2.4 hours of total CLE credit. Of these, 0 qualify as hours of credit for ethics/professionalism. The actual credits earned may be less if the instruction time is less than 120 minutes.

PENNSYLVANIA CREDIT: Seminar includes 2.0 hours of SUBSTANTIVE credit from the Pennsylvania CLE Board. If you need credit for any other state, notify us when you register.

Reservation Form — Print Clearly — Detach and return with payment no later than September 9, 2016

Name(s)
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Signature (Credit Card Payment Only)
PA CLE Credits Requested? Yes No PA I.D. #

Materials will be provided via email.

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QUESTIONS?

Call Us: 856.482.0620
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