

# Best Lawyers® Publicizing Guidelines

Best Lawyers® has prepared the following guidelines to comply with most state bar association rules for lawyer advertising. We encourage firms to check their local bar's specific rules to ensure compliance.

## Details To Include When Announcing Rankings



### Country Name

Ex: *The Best Lawyers in America*®  
*The Best Lawyers in Australia*™



### Edition

Ex: 28<sup>th</sup> edition  
2023 edition



### Practice Areas Listed

Ex: Family Law Arbitration  
and Family Law Mediation

## Examples of Correct Language

Approved language clarifies that you are recognized by Best Lawyers® or listed in a Best Lawyers publication, but not that you are a "best lawyer."

### Firm-wide Announcement:

- Hibbens & McKay, LLC is proud to have 14 lawyers recognized by Best Lawyers® in 2023.
- Hibbens & McKay, LLC is proud to have 14 lawyers listed in the 2023 editions of *The Best Lawyers in America*® and the *Best Lawyers: Ones to Watch in America*.
- Hibbens & McKay, LLC is proud to have 10 lawyers listed in *The Best Lawyers in America*® and four lawyers recognized in the *Best Lawyers: Ones to Watch in America* 2023 editions.
- 10 lawyers from Hibbens & McKay, LLC were recognized in the 29<sup>th</sup> edition of *The Best Lawyers in America*®.
- Four lawyers from Hibbens & McKay, LLC were recognized in the third edition of the *Best Lawyers: Ones to Watch in America*.
- Elston & Rhoden PLLC is proud to have seven lawyers listed in the 2023 editions of *The Best Lawyers in Germany*™ and the *Best Lawyers: Ones to Watch in Germany*™.
- Elston & Rhoden PLLC is proud to have three lawyers listed in *The Best Lawyers in Germany*™ and four lawyers recognized in the *Best Lawyers: Ones to Watch in Germany*™ 2023 editions.

## Individual Best Lawyers Announcement:

- Amelia June was recently included in the 2023 edition of *The Best Lawyers in America*® for Family Law and Family Law Mediation.
- Julie Martin was recently selected by her peers for inclusion in the 13<sup>th</sup> edition of *The Best Lawyers in France*™ in the fields of Litigation and Tax Law.
- William Wright was included in the 11<sup>th</sup> edition of *The Best Lawyers in the United Kingdom*™ for Social Housing Law.

## Individual Best Lawyers: Ones to Watch Announcement:

- Susan McDavid was included in the 2023 edition of the *Best Lawyers: Ones to Watch in America* for her work in Construction Law.
- Anthony Forsberg received a 2023 *Best Lawyers: Ones to Watch in Germany*™ recognition for Medical Malpractice Litigation.

## Individual Lawyer With “Lawyer of The Year” Award:

- Robert Brown was named the Best Lawyers® 2022 Family Law “Lawyer of the Year” in Atlanta.
- Catherine Neal received the Best Lawyers® 2022 Real Estate “Lawyer of the Year” award in Winnipeg.
- David Potter was recognized by Best Lawyers® as the 2022 Superannuation Law “Lawyer of the Year” award winner in Sydney.

## “Law Firm of The Year” Award:

### DOMESTIC EXAMPLES

For more information on the U.S. News - Best Lawyers® “Best Law Firms” rankings, please visit the [“Best Law Firms” website](#).

- Smith & McClean has been named a Tier 1 firm in Los Angeles for Appellate Practice by U.S. News - Best Lawyers® “Best Law Firms” in 2023.
- Smith & McClean has received a First Tier ranking in L.A. in Appellate Practice by U.S. News - Best Lawyers® for the 13<sup>th</sup> Edition of “Best Law Firms.”
- Smith & McClean has been named a Tier 1 National “Best Law Firm” in three practice areas by U.S. News - Best Lawyers® in 2023.

### INTERNATIONAL EXAMPLES

- Elston & Rhoden PLLC was named the 2023 Best Lawyers® “Law Firm of the Year” in Germany for Arbitration and Mediation.
- Edmonds, Ladd and Cordova PLLC was honored with the 2023 Best Lawyers® “Law Firm of the Year” award in Australia for Corporate Law.

### PLEASE NOTE

## Insufficient and/or Incorrect Language:

- Richard Brown is a Best Lawyer.
- Richard Brown is listed in Best Lawyers.
- Richard Brown has been named a Texas Best Lawyer.

## Logo Usage Guidelines

Best Lawyers is not responsible for checking legal advertisements with state or local bar associations. It is the firm's responsibility to comply with jurisdictional guidelines. Permission for use of the Best Lawyers logo begins on the date of purchase and lasts either 12 months after such purchase or until the next publication of the Best Lawyers rankings in your country. Once the Best Lawyers logo has been licensed, the logo may be used in the following ways:



### Lawyer or Firm's Website

Link back to your Best Lawyers profile or [www.bestlawyers.com](http://www.bestlawyers.com).



### Footer of Email Messages

Email must originate from the listed lawyer.



### Large Format Licensing

The Best Lawyers logo may be used on billboards, outdoor advertisements, and television ads only after the purchase of an additional license.



### Marketing Brochures

Must comply with any applicable state bar legal advertising laws.



### Print and Online Advertisements

Must first be provided to Best Lawyers for approval prior to production.



### Social Media Platforms

When publicizing Best Lawyers awards on social media, tagging Best Lawyers in your posts is encouraged.

**PLEASE NOTE** Any display of the Best Lawyers logo should be accompanied by the appropriate verbiage.

The Best Lawyers logo shall only be used in the form and colors indicated, without modifications or alterations.

## Additional Approved Material

Since it was first published in 1983, Best Lawyers® has become universally regarded as the definitive guide to legal excellence. Best Lawyers lists are compiled based on an exhaustive peer-review evaluation. More than 113,000 industry leading lawyers are eligible to vote (from around the world), and we have received more than 15 million evaluations on the legal abilities of other lawyers based on their specific practice areas around the world.

"Law Firm of the Year" awards recognize a single top firm for its work in a specific legal practice area nationwide. Awards are determined based on a handful of factors including lawyer feedback, the number of lawyers included in Best Lawyers™ for that firm and practice area, the number of office locations a firm has, historical analysis of the firm's "Lawyer of the Year" awards, materials submitted by firms, and the firm's overall scope and areas of expertise.

"Lawyer of the Year" honors are awarded annually to only one lawyer per practice area in each region with extremely high overall feedback from their peers, making it an exceptional distinction.

Lawyers are not required nor allowed to pay a fee to be listed; therefore, inclusion in Best Lawyers is considered a singular honor.

*For any questions related to our Publicizing Guidelines, contact Megan Edmonds at [medmonds@bestlawyers.com](mailto:medmonds@bestlawyers.com).*

## Advertisement Approval

Legal advertising is regulated by your state or jurisdiction. It is the sole responsibility of the advertiser to first comply with jurisdictional guidelines. Always refer to your state or local bar society's rules if you have specific questions or concerns.

The Best Lawyers publicizing guidelines contain general recommendations but are not intended to be legal advice. Best Lawyers assumes no responsibility for advertiser compliance with jurisdictional guidelines.

After compliance with your state, provincial and national bar's rules, any promotional material containing the Best Lawyers name must be emailed for approval before release in any public medium to ensure compliance with Best Lawyers' Guidelines. Please send drafts to our team who can provide feedback on any press release, announcement or advertisement.

*Send materials for approval to Megan Edmonds, Public Relations Manager, at [medmonds@bestlawyers.com](mailto:medmonds@bestlawyers.com).*

## Additional Considerations

Best Lawyers will monitor relevant advertising to ensure that any usage of its trademarked or copyrighted material complies with these guidelines. If any usage is found not to comply with the guidelines, Best Lawyers will inform the advertiser and request that the inappropriate advertising be brought into compliance. If timely and appropriate efforts are not made by the advertiser to bring the non-compliant advertising into compliance with the guidelines, Best Lawyers may temporarily suspend or permanently exclude the advertiser from any or all Best Lawyers databases and publications and take appropriate action to ensure that its trademarks and copyrights are not infringed.

Best Lawyers does not assume, and hereby expressly disclaims, any liability to any person or entity for any loss or damage claimed to arise from the failure by any advertiser using Best Lawyers materials of any kind to comply with these guidelines.

- Best Lawyers rankings shall only be used for the purpose of identifying a lawyer as having been recognized by Best Lawyers and not to imply an endorsement of any product or services.
- Best Lawyers has the right to monitor mentions of the Best Lawyers rankings, and if a lawyers' description of its recognition in the Best Lawyers list is inaccurate, or otherwise unacceptable, Best Lawyers will notify the lawyer and the lawyer agrees that it shall immediately remove or change such materials in accordance with Best Lawyers' request.
- Under no circumstances may the logos of Best Lawyers, or any other creative from Best Lawyers, be used without the express written permission of Best Lawyers.
- These guidelines are subject to change without notice, and Best Lawyers may withdraw or change these guidelines at any time and for any reason.

**PLEASE NOTE**

that in consideration for the limited use of the marks Best Lawyers®, Best Law Firms™, and U.S. News® in connection with publicity or other advertising, all listed lawyers and/or law firms expressly agree to abide by the terms and conditions of these guidelines **AND ANY APPLICABLE STATE BAR LEGAL ADVERTISING LAWS, RULES AND REGULATIONS**. Failure to comply with any or all of these guidelines may result in temporary or permanent revocation of listing, civil liability for misappropriation or trademark infringement, and/or report to the appropriate lawyer disciplinary authorities.

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