Best Lawyers

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: 33rd edition
2027 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 2027 in America.
- Hibbens & McKay, LLC is proud to have 11 lawyers awarded in the 2027 edition of *The Best Lawyers in America®* and three awarded in the 2027 edition of *Best Lawyers: Ones to Watch® in America*.
- Hibbens & McKay, LLC is proud to have 10 lawyers recognized in *The Best Lawyers in America®* and four lawyers recognized in the *Best Lawyers: Ones to Watch® in America* 2027 editions.
- 10 lawyers from Hibbens & McKay, LLC were recognized in the 33rd edition of *The Best Lawyers in America®*.
- Four lawyers from Hibbens & McKay, LLC were recognized in the sixth edition of *Best Lawyers: Ones to Watch® in America*.
- Elston & Rhoden PLLC is proud to have seven lawyers awarded in *The Best Lawyers in Germany™* 2027 and two awarded in the *Best Lawyers: Ones to Watch in Germany™* 2027.
- Elston & Rhoden PLLC is proud to have three lawyers recognized in *The Best Lawyers in Germany™* and four lawyers recognized in the *Best Lawyers: Ones to Watch in Germany™* 2027 editions.

PLEASE NOTE

Firms must not publicly promote or disclose new Best Lawyers awards during the embargo period before the official public release date for their country, available at
www.bestlawyers.com/methodology/timeline

PUBLICIZING GUIDELINES

Individual Best Lawyers Announcement:

- Amelia June was recently included in the 2027 edition of *The Best Lawyers in America*® for Personal Injury Litigation - Plaintiffs and Product Liability Litigation - Plaintiffs.
- Julie Martin was recently selected by her peers for inclusion in the 16th edition of *The Best Lawyers in France*™ in the fields of Litigation and Tax Law.
- William Wright was included in the 17th edition of *The Best Lawyers in the Mexico*™ for Amparo Law. .

Individual Best Lawyers: Ones to Watch Announcement:

- Susan McDavid was included in the 2027 edition of the *Best Lawyers: Ones to Watch® in America* for her work in Construction Law.
- Anthony Forsberg received a 2027 *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® 2027 Family Law "Lawyer of the Year" in Atlanta.
- Catherine Neal received the Best Lawyers® 2027 Real Estate "Lawyer of the Year" award in Winnipeg.
- David Potter was recognized by Best Lawyers® as the 2027 Corporate Law "Lawyer of the Year" award winner in Sydney.

Best Law Firms Award:

For more information on Best Law Firms® recognitions, please visit www.bestlawfirms.com.

- Smith & McClean has been named a Tier 1 firm in Los Angeles for Appellate Practice in the 2027 edition of Best Law Firms®.
- Smith & McClean has received a First-Tier ranking in L.A. in Appellate Practice by Best Law Firms® for the 16th edition.
- Smith & McClean has been named in the 2027 edition of Best Law Firms® as a Tier 1 national firm in Employment Law - Individuals and Employment Law - Management.

"Law Firm of The Year" Award:

- Elston & Rhoden PLLC was named the 2027 "Law Firm of the Year" for Arbitration and Mediation by Best Law Firms™ - Germany.
- Edmonds and Ladd was honored with the 2027 Best Law Firms™ - Australia "Law Firm of the Year" award 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.

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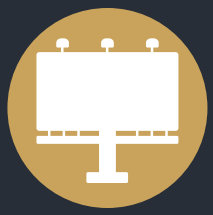
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Email must originate from the listed lawyer.



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Must comply with any applicable state bar legal advertising laws.



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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.

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Additional Approved Material

Best Lawyers® is an elite global network of legal professionals recognized through trusted, peer-reviewed distinction. For over four decades, our Purely Peer Review® methodology has upheld the principle that recognition should be earned through the opinions of fellow attorneys, not marketing influence or paid listings.

Each year, more than 20 million confidential evaluations are collected worldwide, contributing to one of the legal industry's most rigorous and trusted vetting processes. Only about 5% of lawyers in the United States and 3% globally are recognized, reflecting the selectivity and credibility of the results. Proprietary safeguards are in place to reduce bias and uphold the accuracy of the peer feedback.

For the 2027 edition of *The Best Lawyers in America®*, more than 30 million evaluations were analyzed. The *Best Lawyers: Ones to Watch® in America* recognitions were determined based on more than 6 million evaluations.

"Law Firm of the Year" awards are presented to a single firm in each practice area on a national scale. Selection is based on several criteria, including attorney feedback, firm size and presence, prior "Lawyer of the Year" honors, the number of lawyers recognized in the relevant practice area and supporting information submitted by the firms.

"Lawyer of the Year" accolades are reserved for one individual per practice area in each metropolitan region, based on the highest aggregate peer feedback. This designation represents a rare and distinguished honor.

No fees are accepted for consideration or inclusion, maintaining the integrity and independence of all recognitions.

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.

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.

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