

Steven Badger Quoted in SE Texas Record: Texas State Bar Issues Ethics Opinion on Hail Lawyer Advertising Booths

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Steven Badger, a partner in the Dallas office of Zelle, was quoted in a *SE Texas Record* article titled “Texas Bar: Lawyer advertising booths only permissible when firm employees don’t initiate contact.”

The article covers a recent ethics opinion issued by the Texas State Bar permitting law firms to have non-attorney employees staff flea market booths advertising their hail litigation services in only very limited circumstances. Badger was quoted as saying: “The opinion makes clear that the ethical parameters of using non-lawyer flea market booth solicitors are very narrow. They must sit quietly at the booth until approached, they cannot provide any legal advice, and they cannot be paid a success fee for bringing in client prospects or signed contracts. These restrictions should have a chilling effect on the practice.” Badger further stated that he hopes the opinion will restore “some professionalism” to the Texas legal profession and bring an end to the “Girl Scout cookie sales approach to soliciting clients for lawsuits.”

[Click here to read “Texas Bar: Lawyer advertising booths only permissible when firm employees don’t initiate contact.”](#)