

Bonnie C. Frost Mentioned In New Jersey Law Journal Bar Report

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By New Jersey State Bar Association – February 17, 2020

New Jersey State Bar Association urges review of ethics opinion regarding competitor keyword purchases.

The New Jersey State Bar Association (NJSBA) joined the Bergen County Bar Association in urging the Supreme Court's Advisory Committee on Professional Ethics to review Opinion 735. The opinion found no issue with an attorney purchasing a competitor attorney's name as a keyword in an internet search to ostensibly redirect a consumer to the purchasing lawyer's website. The finding is one of four ethics opinions issued nationally that addresses the issue—Texas and Wisconsin found no issue with the practice; North Carolina found the practice unethical. The NJSBA filed a petition, authored by [Bonnie C. Frost](#), for review of ACPE Opinion 735.

This is a status report provided by the New Jersey State Bar Association on recently passed and pending legislation, regulations, gubernatorial nominations and/or appointments of interest to lawyers, as well as the involvement of the NJSBA as *amicus* in appellate court matters. To learn more, visit [njsba.com](#).

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