

Super Lawyers®

Guidelines on the proper use of the term *Super Lawyers*®

1. *Super Lawyers* should be used only in its plural form.
2. Whenever possible, italicize *Super Lawyers*.
3. Do not use the term to refer to an individual attorney or group of attorneys.
4. The term may be used in reference to the list, magazine, selection process or the honor.
5. Do not use the term to indicate or suggest accreditation by any entity.
6. *Super Lawyers* is a registered trademark on the principal register, and thus the symbol ® should accompany the first use in a document.
7. *Super Lawyers* employs an annual, jurisdictional selection process; therefore, both the year and jurisdiction should be indicated.
8. Some states prohibit or limit the use of comparative claims in advertising. Stating that you are among the top 5 percent of all lawyers in the state may draw scrutiny from regulators in these states on the basis that you are “comparing” yourself to the other 95 percent who are not on the list.

Examples of proper and improper usage:

Improper: “John is a Texas Super Lawyer.”

Proper: “John was selected for inclusion in 2008 *Texas Super Lawyers*.”

Improper: “Sarah made the list of Florida Super Lawyers.”

Proper: “Sarah was included on this year’s *Florida Super Lawyers* list.”

Improper: “George was named a Super Lawyer in the area of business litigation.”

Proper: “George was selected for inclusion in 2008 *Georgia Super Lawyers*. His primary area of practice is business litigation.”

Improper: “As a Super Lawyer, Sally is in the top 5% of lawyers in the state.”

Proper: “Sally was selected for inclusion in 2009 *Wisconsin Super Lawyers*. Only five percent of the lawyers in the state were selected.”