

FILED

SID J. WHITE

MAR 29 1996

IN THE SUPREME COURT OF FLORIDA CLERK, SUPREME COURT
By _____
Clerk Deputy Clerk

THE FLORIDA BAR RE
PETITION TO AMEND RULES
REGULATING THE FLORIDA BAR

CASE NO. 87,589

**RESPONSE OF THE FLORIDA BAR
TO COMMENT OF ROBERT D. SHAPIRO**

Comes now petitioner THE FLORIDA BAR and files this response to the comment filed by Robert D. Shapiro regarding the proposed amendment to Rule 4-7.2 ("Advertising"), Rules Regulating The Florida Bar:

1. Mr. Shapiro correctly states that the proposed amendment does not specifically address advertising by lawyers through computer-based technology such as the Internet, bulletin board services, and other online services. Such matters are beyond the scope of the proposed rule amendment.

2. Issues relating to lawyer advertising via computer-based technology are now being comprehensively studied by The Florida Bar Standing Committee on Advertising and the special Joint Presidential Advertising Task Force appointed by Florida Bar President John A.

DeVault III and President-elect John W. Frost II. It is expected that these reviews will result in rule amendments on this subject being proposed by the bar at a future date.

WHEREFORE, The Florida Bar prays that this Court will enter an order amending Rule 4-7.2 in the manner proposed in its Petition to Amend Rules Regulating The Florida Bar.

Respectfully submitted,



John F. Harkness, Jr.
Executive Director
Florida Bar Number 123390

John A. DeVault, III
President
Florida Bar Number 103979

John Hume
Chair, Rules Committee
Florida Bar Number 137502

Paul F. Hill
General Counsel
Florida Bar Number 137430

John A. Boggs
Director of Lawyer Regulation
Florida Bar Number 253847

Timothy P. Chinaris
Ethics Counsel
Florida Bar Number 564052

The Florida Bar
650 Apalachee Parkway
Tallahassee, Florida 32399-2300
(904) 561-5600

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CERTIFICATE OF SERVICE

CLERK, SUPREME COURT

By _____

Chief Deputy Clerk

I HEREBY CERTIFY that a copy of the foregoing Response of The Florida Bar to the
Comment of Robert D. Shapiro was sent by regular U.S. mail on this 28th day of March, 1996,
to:

Robert D. Shapiro
Robert D. Shapiro, P.A.
Courthouse Plaza, 11th Floor
28 West Flagler Street
Miami, Florida 33130



Timothy P. Chinaris
Ethics Counsel