

# Coupons for Lawyers: Three Ethics Opinions Approve Daily Deal Advertising for Lawyers

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Excerpt: Offering specials on services through daily deal websites such as Groupon is new territory for lawyers. “I’ve seen a lot of different professionals using these opportunities, just not lawyers,” says David J. Scriven-Young, Chicago, cochair of the Networking and Rainmaking Subcommittee of the ABA Section of Litigation’s Young Advocates Committee. “This is obviously on the cutting edge as far as what’s going on in the legal community,” adds Damian E. Thomas, Miami, cochair of the Section of Litigation’s Solo & Small Firm Committee. “It’s going to start popping up everywhere because I am sure these companies that provide the advertising are going to start contacting attorneys in different states and offering this service.” *Published in Litigation News, Volume 37, Number 2, Winter 2012. © 2012 American Bar Association. Reproduced with permission. All rights reserved. This information or any portion thereof may not be copied or disseminated in any form or by any means or stored in an electronic database or retrieval system without the express written consent of the American Bar Association. [harris\\_reprint](#)*

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