28. Acronyms as Law Firm Names (June 2008)

When designating a law firm name, the use of the initial letter of attorneys’ surnames in an acronym is permissible under Rule 7.01 only when:

(1) Each letter in the acronym is derived from a surname:
   
   (i) that is not prohibited by Rule 7.01, and
   
   (ii) is otherwise permissible under the Texas Rules of Disciplinary Conduct, and

(2) the resulting firm name:

   (i) does not constitute a trade name,

   (ii) is not misleading as to the lawyers practicing under that name, and

   (iii) is not otherwise prohibited under Rule 7.01 or the Texas Rules of Disciplinary Conduct.

For example, a firm named “Jones, Smith & Miller, LLP” would be allowed to adopt the name “JSM, LLP” or “JS Miller, LLP” only if “Jones,” “Smith” and “Miller” were permissible names under Rule 7.01. By contrast, a firm named “Williams, Iverson & Nelson, P.C.” would not be allowed to adopt the name “WIN, P.C.” because use of such name would constitute a prohibited trade name under Rule 7.01 and would create unjust expectations about the results a lawyer can achieve in violation of Rule 7.02(a)(3).