

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).