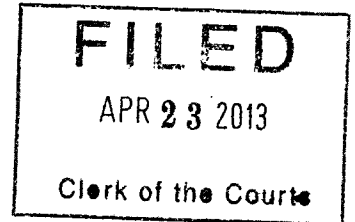


IN THE SUPREME COURT OF TENNESSEE
AT NASHVILLE

IN RE: PETITION TO ADOPT CHANGES TO RULES OF PROFESSIONAL
CONDUCT ON LAWYER ADVERTISING

No. M2012-01129-SC-RL1-RL



ORDER

On May 31, 2012, the Tennessee Association for Justice (“TAJ”) filed a petition to amend the Rules of Professional Conduct relating to attorney advertising. In August 2012, the TAJ filed a brief in support of its petition, and Attorney Matthew C. Hardin filed a separate petition proposing related but distinct amendments. In an order issued on September 14, 2012, the Court solicited additional briefing to assist in the review of this matter, and both the TAJ and Attorney Hardin filed supplemental petitions on November 14, 2012. In an Order issued on November 26, 2012, this Court solicited public comment on the above-styled petition. Following an extension, the comment period closed on March 11, 2013.

Initially, we commend the petitioners for the time and study devoted to this important issue. After careful consideration of the petitions, briefs, and the significant number of public comments submitted on the proposed amendments, we have determined that the continued enforcement of the existing rules is preferable to any of the changes sought by the petitioners. It is ORDERED, therefore, that each of the petitions to amend the Rules of Professional Conduct relating to attorney advertising be denied.

PER CURIAM