



The Florida Bar

651 East Jefferson Street
Tallahassee, FL 32399-2300

Joshua E. Doyle
Executive Director

850/561-5600
www.FLORIDABAR.org

January 13, 2025

Mr. [REDACTED]
Applebaum Accident Group
21346 St. Andrews Blvd., Suite 111
Boca Raton, Florida 33433

Re: File No. 25-01468 (Billboard Ad - Car Accident? Injured?)

Dear [REDACTED]

Thank you for the advertising filing submission, received on January 7, 2025. This letter provides bar staff's evaluation of the advertising submission for compliance with specific lawyer advertising rules under Rule 4-7.19(b). It is bar staff's opinion that the billboard advertisement complies with Rules 4-7.11 through 4-7.15 and 4-7.18(b)(2), Rules Regulating The Florida Bar.

This advisory staff opinion addresses only compliance with Rules 4-7.11 through 4-7.15 and 4-7.18(b)(2) as noted above. It does not address any unlicensed practice of law, legal, or ethics issues that may be present. This advisory staff opinion assumes that all representations made in this submission, including any supporting documentation, are not false, misleading or deceptive and do not omit any material information necessary to avoid misleading the public. A finding of compliance is binding on The Florida Bar in a grievance proceeding, unless: 1) the advertisement contains a misrepresentation that is not evident from the face of the advertisement; or 2) The Florida Bar later sends a notice of noncompliance regarding the advertisement, in which case there is a 30-day period to discontinue or revise the advertisement.

If any change is made, the amended advertisement must be re-filed, including the filing fee of \$150 per advertisement in accordance with Florida Bar Board of Governors policy, effective July 1, 2014. Any change includes, but is not limited to, any change to wording, illustrations, photographs, typographical marks, layout, or color scheme.

Also, the advertising rules and the Standing Committee on Advertising's interpretation of those rules may change over time, requiring revision and refileing of existing advertisements.

Finally, Rule 4-7.19(j) requires the advertising lawyer to keep a copy of each advertisement actually used for three years after its last dissemination, along with a record of where and when it was used. The Ethics and Advertising Department keeps its records for six years. To rely on this advisory staff opinion, please keep a copy of the submission, this letter and any related

correspondence. Please refer to the file number(s) above in all future correspondence regarding this submission.

If you have any questions, please call me at (850) 561-5780.

Sincerely,



Valerie Blocker
Assistant Ethics Counsel

VB/sp/25-01468