

SCRIPT



:30 Video.

We open on a 50 year old white man, wearing a well-tailored suit, smoking a cigar and holding a glass of whiskey. He's in a room with dramatic shadows that obscure his identity. He holds the whiskey up to his nose, then takes a sip. He speaks, his voice is deep and sounds mysterious/anonymous.

MAN: **Bold.**

MAN: **Dignified.**

MAN: **Rich.**

MAN: **Not the whiskey. Me.**

MAN: **I added eight-figures to my net worth after winning an anonymous SEC award.**

MAN: **Turns out, my silence was more than my boss could afford.**

He sips his whiskey.

MAN: **I'm more than a company man. I'm loyal to me.**

He downs the rest of the glass and gets up and walks off the set.

END: **BeLoyalToYourself.com**



Legal Considerations

1) If the ad DOES NOT contain anything that can be interpreted as legal advice (which it sounds like it will not), the disclaimer should have content such as the following:

"Attorney Advertising. The hiring of a lawyer is an important decision that should not be based solely upon advertisements. The portrayal in this video is fictional. [Name and contact information either for you and/or Labaton Sucharow.]"

The order of the wording in the disclaimer may be changed, but the content has to include all of the above elements.

2) If the final version of the ad DOES include content that may be construed as providing legal advice, then the disclaimer should include the following for possible professional liability purposes:

"These materials are provided for informational purposes only, do not constitute legal advice, and are not intended to create an attorney-client relationship."

3) The final possible consideration is that most state ethics rules, including the New York Rules of Professional Conduct, prohibit using actors to portray a judge, a lawyer, members of the law firm, or clients. I don't believe we will have such portrayals, but something to be cognizant of.

