

Super Lawyers® is a registered trademark and we stress the importance of proper usage of the terms Super Lawyers and Rising Stars. A lawyer on our list is not a “Super Lawyer,” or a “Rising Star.” Rather, “he or she has been selected to the 2017 Minnesota Super Lawyers list or 2017 Minnesota Rising Stars list.” When used properly, the term is not descriptive or comparative. Instead, it’s a fact-based statement, and as such, is protected speech.

WHAT IS SUPER LAWYERS?

Super Lawyers is a rating service of outstanding lawyers from more than 70 practice areas who have attained a high degree of peer recognition and professional achievement. The patented multiphase selection process includes independent research, peer nominations and peer evaluations.

Super Lawyers Magazines feature the list and profiles of selected attorneys and are distributed to attorneys in the state or region and the ABA-approved law school libraries. Super Lawyers is also published as a special section in leading city and regional magazines across the country.

How to Describe Rising Stars

Super Lawyers selects the Rising Stars list to recognize accomplished attorneys who are either 40 years old or younger OR in practice for 10 years or less. While up to five percent of the lawyers in the state are named to Super Lawyers, no more than 2.5 percent are named to the Rising Stars list.

OKAY TO SAY

She was included on this year’s Florida Super Lawyers list.

NOT OKAY TO SAY

She’s a Super Lawyer.

OKAY TO SAY

Super Lawyers recognized three people from this firm.

NOT OKAY TO SAY

This firm has a lot of Super Lawyers.

OKAY TO SAY

Sally was selected for inclusion to the 2017 Wisconsin Super Lawyers list. Only five percent of the lawyers in the state were selected.

NOT OKAY TO SAY

Sally was recognized by Super Lawyers which means she is in the top five percent of lawyers in the state.

THINGS TO REMEMBER:

Super Lawyers can refer to any or all of the following:

- the list
- the magazine
- the selection process
- the honor

Super Lawyers never refers to an individual attorney or group of attorneys.

What distinguishes Super Lawyers from other attorney rankings:

- it is created methodically and objectively
- it has broad practice appeal
- it has been blessed by courts and bar associations
- it is respected by the legal community
- it has a patented multiphase selection process

Super Lawyers is always plural.

Use italics when referencing the magazine (*Minnesota Super Lawyers Magazine*). Do not use italics when referencing the brand or list.

Use the registered trademark symbol after Super Lawyers (®) the first time you mention the term in print or online (note: as a registered trademark, it cannot be used in the possessive form).

List the year and jurisdiction when applicable, e.g. 2017 Texas Super Lawyers.

The Super Lawyers list recognizes no more than five percent of attorneys in each state. Super Lawyers doesn’t claim to have named the top five percent nationally.

Never imply or state that Super Lawyers has accreditation.