

DISRUPTIVE ETHICS?

ETHICAL ISSUES ARISING FROM
INNOVATIVE MODELS OF PROVIDING
LEGAL SERVICES

PANEL

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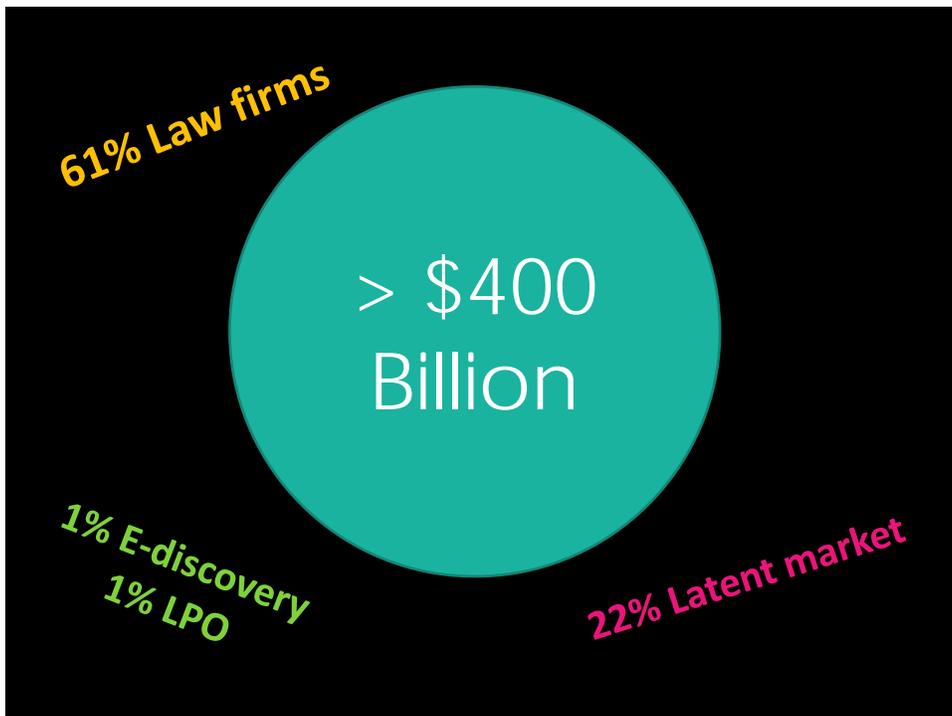
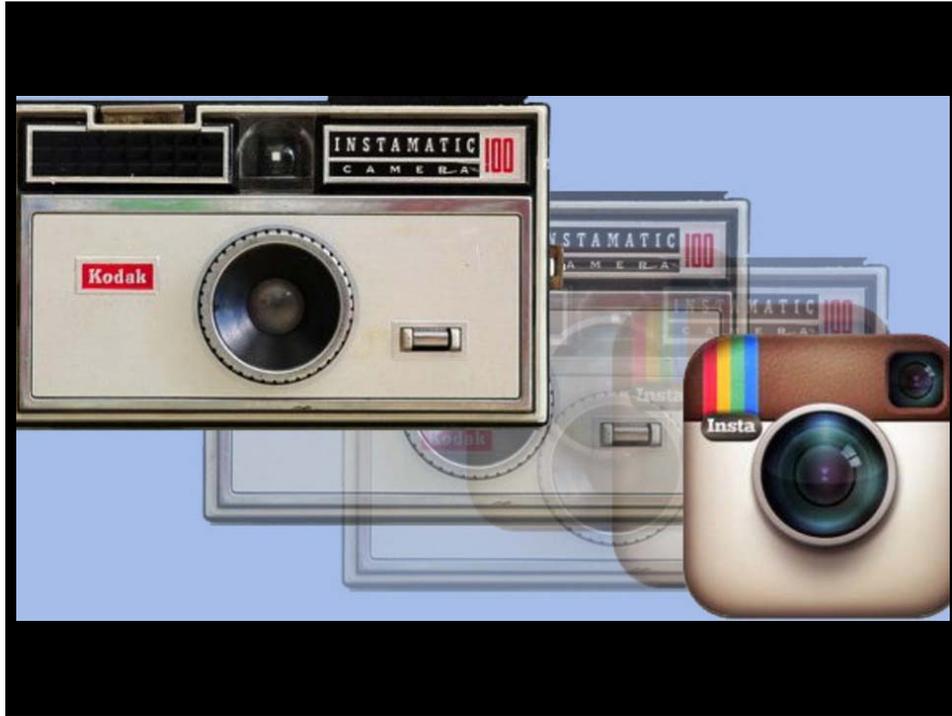
Chas Rampenthal, LegalZoom

John Steele, Law Offices of John Steele

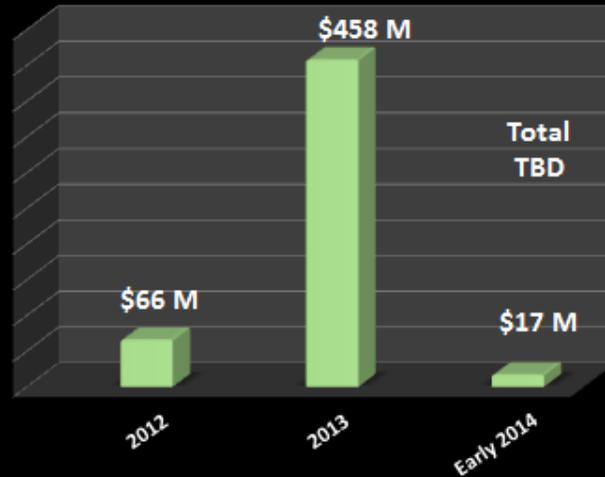
OVERVIEW

What is the current state of innovation in the legal industry?





Investment Money Coming In...



Not including...

- E-discovery / Predictive Coding (100s of vendors)
- Practice Management (Clio, Rocket Matter, MyCase, etc)
- Research tools (Ravel, Judicata, Fastcase, Jurify)
- Legal Analytics (Lex Machina, TyMetrix, SkyAnalytics)

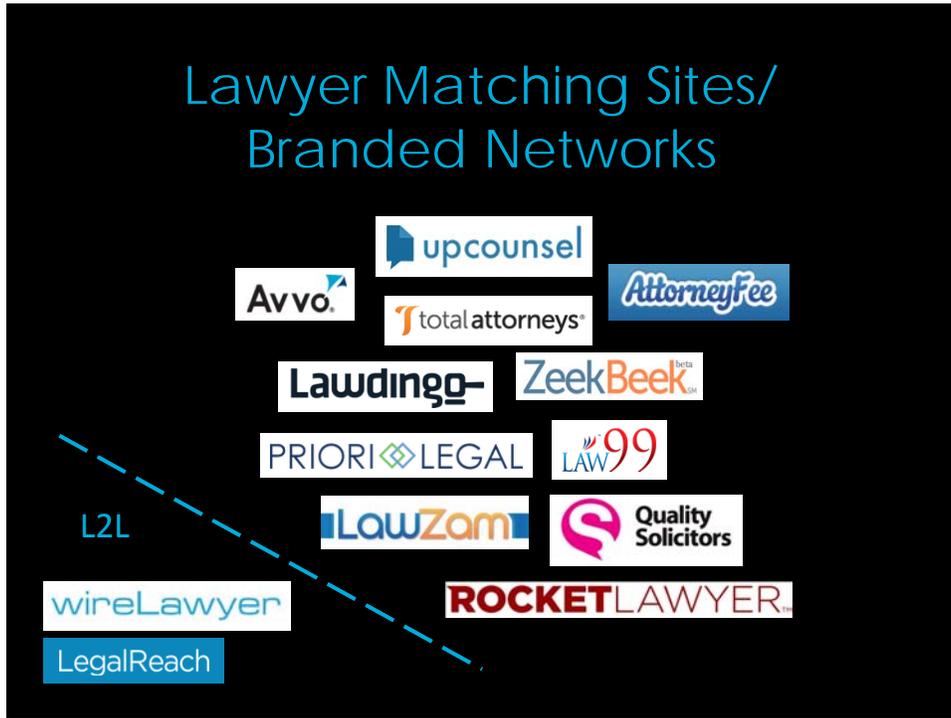
Consumer Legal Services

Tiny Law • A2J • Alt Law

Consumer Law



Lawyer Matching Sites/ Branded Networks



B2C Legal Doc Automation for Consumers/Small Biz



State Bar of California 18th Annual Ethics Symposium
Golden Gate University School of Law
April 12, 2014

The screenshot shows the Legify website interface. At the top, there is a navigation bar with the Legify logo and links for 'Create legal document', 'Find lawyers', 'Login', and 'Register'. The main heading is 'How it works', followed by the subtext 'Create free legal documents and engage online with qualified lawyers at the best rates.' Below this, a four-step process is outlined:

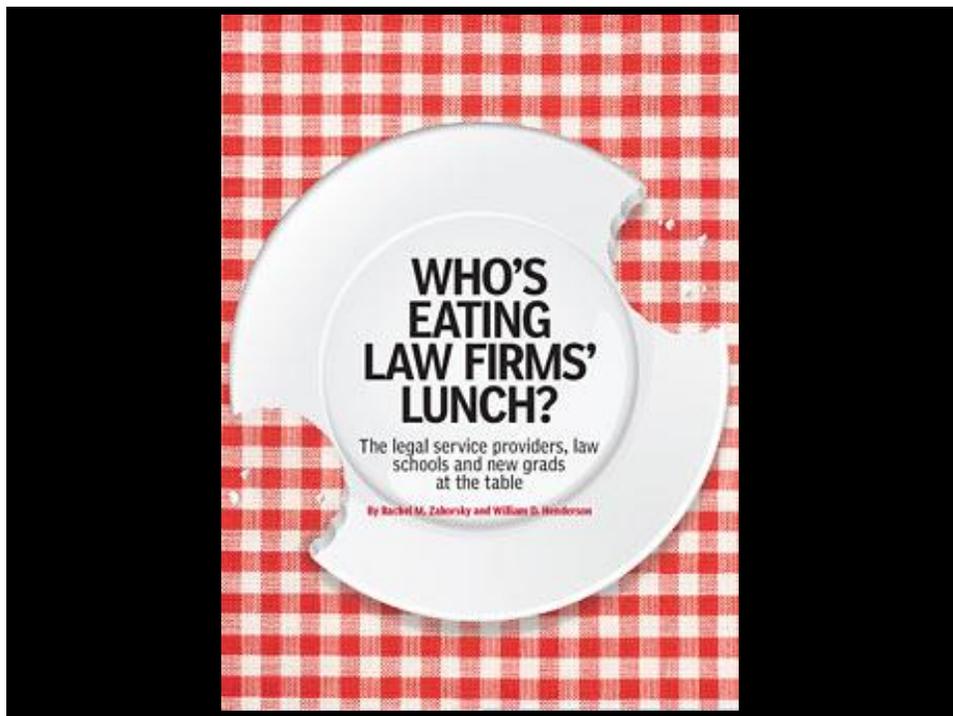
- 1 Choose legal document template**
We offer many free legal document templates which you can use for your personal legal document. [Click here](#) to search for a template.
- 2 Answer simple questions**
Answer simple questions about your personal situation so that we can generate your personal legal document.
- 3 Consult online lawyer (optional)**
Invite a qualified lawyer to review your document or ask your questions through video chat. View clear pricing and lawyer reviews to find the right fit.
- 4 Print your document**
Export your legal document to a PDF file, which you can easily print and sign to become effective.

To the right of the text is a laptop displaying a sample document titled 'Non-disclosure agreement' with a video chat window showing two participants.

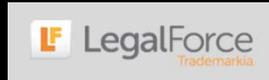
The image shows four smartphones displaying the Shake app interface. The first phone shows the 'shake SIMPLY LEGAL' logo. The second phone shows the 'CREATE AGREEMENT' screen with options: 'Freelance / Hire', 'Keep Confidential', 'Buy / Sell', 'Rent / Lend', 'Loan', and 'Create Your Own'. The third phone shows the 'WRITING' screen for a 'WRITING AGREEMENT' between Anthony Ha and Aoi, detailing the scope of work. The fourth phone shows the 'HIRE' screen with a signature and a 'SEND FOR SIGNATURE' button. A blue hashtag '#TinyLaw' is overlaid in the bottom right corner.

Corporate Legal Services

BigLaw • NewLaw



New Models for Law Firms

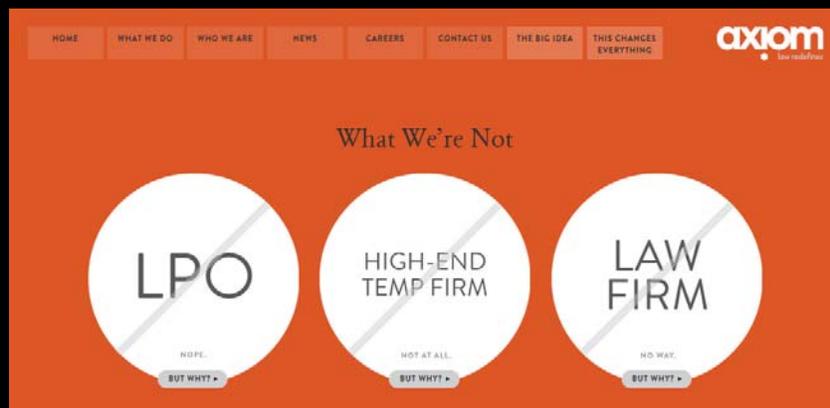


(D.C. multidisciplinary)



(U.K.)

Temp lawyers* + Outsourcing*



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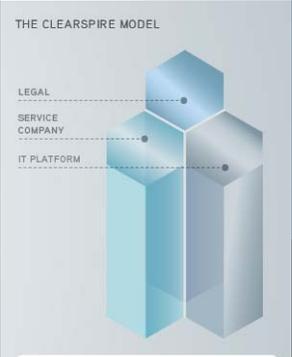


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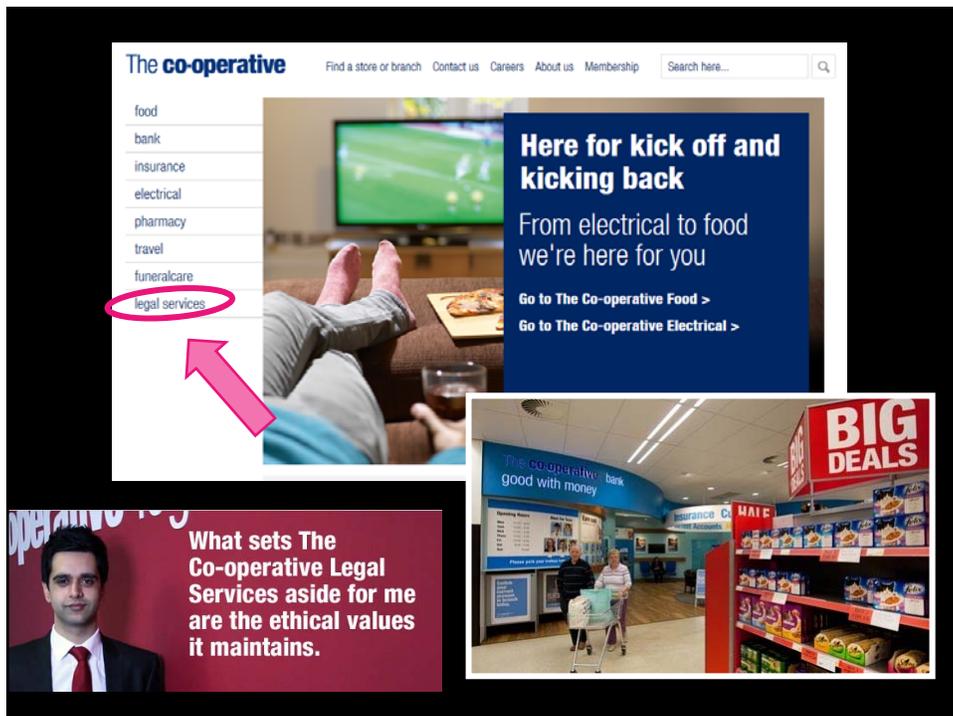
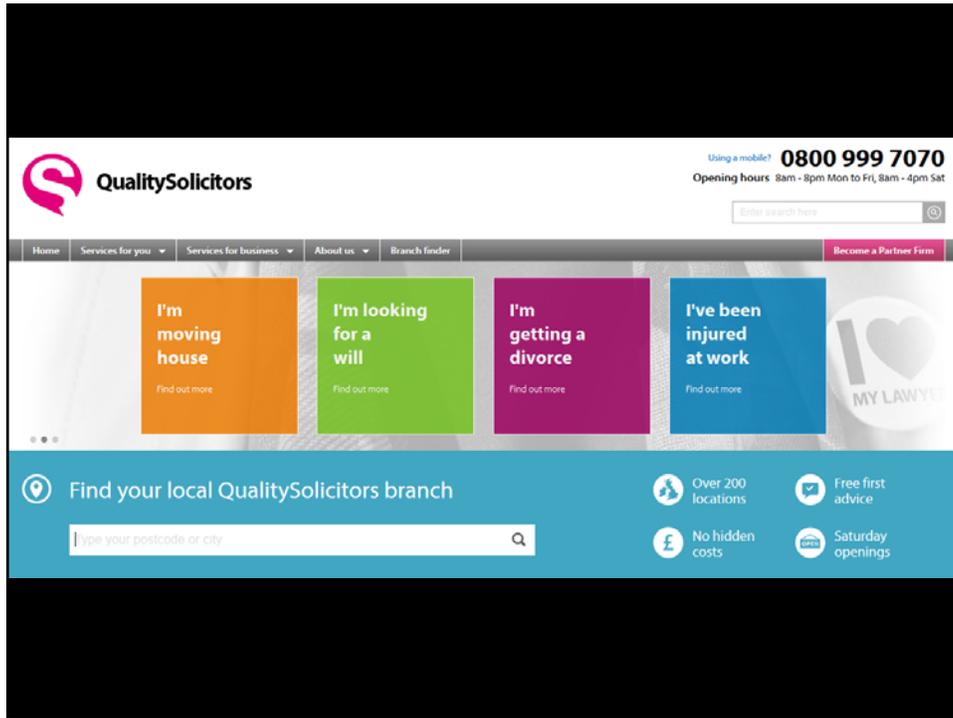
... + Retail



UK: Legal Services Act (LSA) & Alternative Business Structures (ABS)



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The screenshot shows the homepage of PricewaterhouseCoopers Legal LLP. At the top left is the PwC logo. To its right is the text "PricewaterhouseCoopers Legal LLP" and a search bar. Below the logo is a navigation menu with links for "Home", "Services", "Issues", "Our people", "Who we are", and "Careers". A secondary navigation link "International PwC Sites" is also visible. The main content area features a large red box with the heading "Welcome to PwC Legal" and a detailed welcome message. To the right of this box is a vertical image of a person walking in a modern office hallway. Further right are three article teasers: "Changes to TUPE: The impact on you", "Prest v Petrodel: A new court approach to corporate structures", and "Subsidiary governance: An unappreciated risk". At the bottom of the page, there is a secondary navigation bar with links for "Services", "News", "Our people", and "Profile".



*When you innovate,
you've got to be prepared for
people telling you
that you are nuts.*

Larry Ellison - Co-founder, Oracle

topuncnatch.com/site/quotes

“

If you're not failing every now and again,
it's a sign you're not doing anything
very innovative.

— Woody Allen

”

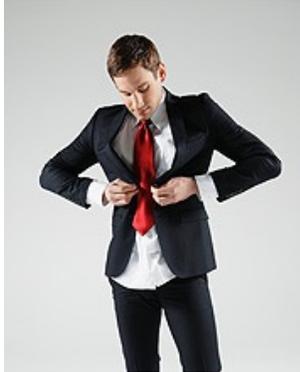
WHAT'S NEXT?

What can we expect to see coming down the pike?

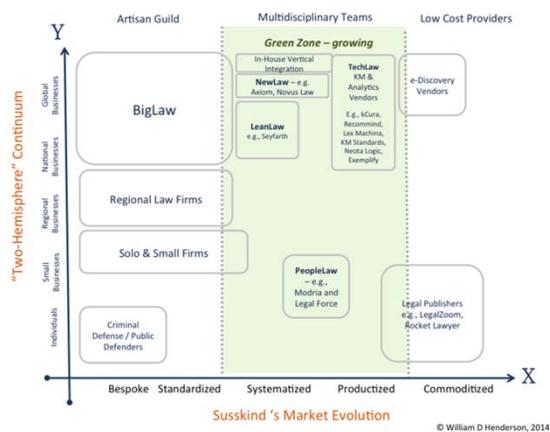


ETHICAL CONTEXT

Do our legal ethics rules still fit?



EVOLUTION?



DISCUSSION #1

What ethics rule do you think most limits innovation in the legal industry?

DISCUSSION #2

What would be the ethical downside to allowing retailers or other companies to offer consumer legal services such as bankruptcy, small claims, marital dissolution, estate planning and traffic violation defense?

DISCUSSION #3

Does the current definition of the practice of law provide:

- A. Sufficient protection for consumers**
- B. Too little room to allow beneficial innovation**
- C. None of the above**

DISCUSSION #4

THE END