

## **BASF's Board of Directors Sends Letter of Concern to ABA Over Rocket Lawyer Joint Venture**

PILOT PROJECT REVERSES ABA COMMITMENT TO CONSUMER PROTECTION; PROGRAM DOESN'T MEET THE ABA'S OWN STANDARDS

**November 16, 2015 – San Francisco** - The Bar Association of San Francisco's (BASF) Board of Directors has written to the American Bar Association regarding its recent launch of the pilot program ABA Law Connect, a joint venture with San Francisco-based Rocket Lawyer, saying, "Both the likely mistaken impressions created for the public by "ABA Law Connect" and the potential negative impact to the delivery of pro bono and low cost legal services programs, specifically designed to expand access to justice, are at stake."

BASF's Lawyer Referral and Information Service, a 70-year-old program, meets the requirements of the ABA's Model Rules governing lawyer referral services and proudly displays the American Bar Association "Meets ABA Standards for lawyer Referral" logo in its advertisements. BASF's letter stated, "The fact that ABA Law Connect does not qualify under the ABA's own standards to be able to display this logo is worrisome."