



CBA/CBF Task Force on the Sustainable Practice of Law & Innovation Guiding Principles and Objectives

Overarching Philosophies

- Recognize that the status quo in the consumer legal market is untenable for lawyers, the public, and the courts and jeopardizes public confidence in and respect for our judicial system and the Rule of Law
- Improve access to justice for anyone with a legal need by increasing access to a spectrum of legal services ranging from self-help to full representation
- Make the practice of law more sustainable for lawyers serving the consumer legal market by ensuring that a range of legal and business opportunities are available and accessible to them within the changing legal marketplace
- Regulate with as light a hand as possible to preserve the core values of the legal profession, protect the public, and enable market forces to better address the current failure in the consumer market for legal services

Objectives of Modernized Regulation

- Empower the public to determine and obtain the level of services appropriate to their legal needs
- Protect the public from harm caused by purchasing or receiving bad legal advice or inappropriate legal services.
- Enable lawyers to compete on a level playing field by:
 - (1) Empowering lawyers to offer the full range of legal services--including technology-based solutions--that consumers expect and demand today, and
 - (2) Allowing all lawyers to tap into the marketing, business, and technology expertise necessary to succeed in the modern world
- Protect the professional independence of lawyer judgment
- Use "plain English" whenever possible to promote greater clarity and understanding for practitioners and other stakeholders