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SUPREME COURT OF NEW JERSEY

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January 31, 2005

CERTIFIED, R.R.R. AND REGULAR MAIL

Geno Saleh Gani, Esq.
1005 South Washington Ave.
Lansing, Michigan 48910

RE: In the Matter of Geno Saleh Gani
Docket No. DRB 04-372

LETTER OF ADMONITION

Dear Mr. Gani:

The Disciplinary Review Board has reviewed your conduct in the above matter and has concluded that it was unethical. Specifically, in 1999, you contracted with ALMS, Ltd. L.L.P., a Texas organization doing business as Advanced Legal Systems ("ALS"), to develop a New Jersey practice preparing living trusts. ALS used advertisements that included a return postcard and an 800 telephone number so recipients could communicate their interest in learning about your services. Postcards returned by prospective clients were transferred to ALS, whose representatives contacted the potential clients. If the potential clients were interested in your services, the ALS representatives gathered trust-related information from them. Although you spoke with the clients, and addressed their individual needs, you did not inform the clients that the representatives gathering information were employed by ALS. After your receipt of the information from the ALS representatives and consultation with the clients, you drafted the requisite legal documents, which were then presented to the clients by ALS delivery agents. Approximately 87.5% of each legal fee collected was paid to ALS.

Your arrangement with ALS violated a number of disciplinary rules in connection with your name and address utilized on the advertisements, required language not being included in the

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advertisements, your improper fee sharing with non-attorneys, your aiding in the unauthorized practice of law, and misleading statements in the advertisements themselves.

The Board agreed that your conduct was improper, and in violation of RPC 5.4(a), RPC 5.5(b), RPC 7.1, RPC 7.3(b)(5)(i), (ii) and (iii) and 7.3(d), RPC 7.5(a), R. 1:29-2, Attorney Advertising Guideline 1, and Committee on Attorney Advertising Opinion 25, 153 N.J.L.J. 1298, 7 N.J.L. 2250 (1998).

Despite these numerous violations, the Board determined to impose only an admonition, in light of the numerous mitigating factors in this matter. Specifically, the Board considered your otherwise unblemished sixteen-year career at the bar, your contrition and remorse, your cooperation, your prompt and voluntary acts of mitigation, cessation of the advertising, termination of the relationship with ALS, and refusal to accept referrals from New Jersey clients. The Board also considered character letters submitted in your behalf, the lack of harm to clients, the passage of time, and the fact that your New Jersey practice lasted only approximately one year.

Your conduct adversely reflected not only upon you as an attorney, but also upon all members of the bar. Accordingly, the Board has directed the issuance of this admonition to you. R.1:20-15(f)(4).

A permanent record of this occurrence has been filed with the Clerk of the Supreme Court and the Board's office. Should you become the subject of any further discipline, it will be taken into consideration.

The Board has also directed that the costs of the disciplinary proceedings be assessed against you. An affidavit of costs will be forwarded under separate cover.

Very truly yours,

Julianne K. DeCore
Julianne K. DeCore
Chief Counsel

JKD/paa

- C: Chief Justice Deborah T. Poritz
- Associate Justices
- Stephen W. Townsend, Clerk, Supreme Court of New Jersey
- Mary J. Maudsley, Chair, Disciplinary Review Board
- Samuel D. Conti, Secretary, Comm. on Attorney Advertising