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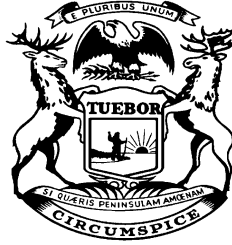
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**NOTICE OF REPRIMAND**  
**(By Consent)**

Case No. 24-37-GA

**Notice Issued: September 25, 2024**

Jeffrey W. Perlman, P 36664, Southfield, Michigan

Reprimand, Effective September 18, 2024

Respondent and the Grievance Administrator filed a Stipulation for Consent Order of Discipline in accordance with MCR 9.115(F)(5), which was approved by the Attorney Grievance Commission and accepted by Tri-County Hearing Panel #69. The stipulation contained respondent's admissions to the factual allegations and allegations of professional misconduct set forth in the formal complaint, namely that respondent committed professional misconduct by failing to remove the name and image of a suspended attorney from the firm's website and advertising.

Based upon respondent's admissions as set forth in the parties' stipulation, the panel found that respondent offered firm communications containing a material misrepresentation of fact, in violation of MRPC 7.1(a); and failed to identify the name and contact information of at least one lawyer responsible for the content of an advertisement, in violation of MRPC 7.2(d). The panel also found respondent's conduct to have violated MCR 9.104(1)-(3).

In accordance with the stipulation of the parties, the panel ordered that respondent be reprimanded. Costs were assessed in the amount of \$790.82.