



OFFICE OF LEGAL SERVICES INNOVATION
An Office of the Utah Supreme Court

Sandbox Authorization Packet

Bike Legal Utah

August 15, 2022

Contents

1. Utah Supreme Court Amended Order for Authorization to Practice Law
2. Innovation Office Recommendation to the Court

Document 1

In the Supreme Court of the State of Utah

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In re: Application of Bike Legal

ORDER FOR AUTHORIZATION TO PRACTICE LAW

Based upon the Utah Supreme Court's plenary and constitutionally granted authority to regulate the practice of law in Utah, and the tenets of Standing Order 15, the Utah Supreme Court orders that Bike Legal is authorized to practice law within the regulatory sandbox and subject to the restrictions outlined below.

The Court has reviewed the recommendation of the Office of Legal Services Innovation ("Innovation Office") for Bike Legal to be authorized to practice law.

Bike Legal is a partnership between Specialty Legal Marketing and Gosdis Law Firm representing people with personal injury claims who were injured while cycling. All legal services will be provided by a licensed attorney through an ABS partnership with a non-lawyer who will manage the marketing/client acquisition services.

The Innovation Office has assessed the risk of harm to Bike Legal's targeted consumers relative to the risk of harm they currently face and has determined that the risk of harm presented by Bike Legal's service is Low.

In light of the Court's responsibility to the public to effectively regulate the practice of law in Utah and in keeping with the tenets of Standing Order 15, the Court now orders as follows:

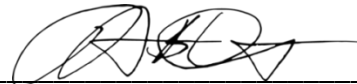
1. Bike Legal is authorized to offer legal services through the following methods:
 - a. Lawyer employed or managed by a nonlawyer
 - b. Nonlawyer ownership
 - c. Lawyers sharing fees with nonlawyers
2. Bike Legal is authorized to provide legal services across the following legal service areas, subject to the restrictions outlined below:
 - a. Accident / Injury

3. Bike Legal shall conform to the Low Innovation reporting requirements imposed by the Innovation Office.
4. Bike Legal will prominently display the following disclosure requirements:
 - a. Innovation Office Badge
 - b. Nonlawyer ownership disclosure

If Bike Legal wishes to alter these conditions or requirements, it must submit any such change to the Innovation Office for further assessment. The Innovation Office will assess the proposed change and may permit the change if it deems the change does not materially increase the risks to consumers. If the Innovation Office finds a material increase in risk, then it will present the issue to the Court for further consideration.

This authorization is granted for the duration of the existence of the Sandbox, or until exit and permanent licensure at the discretion of the Court. Authorization is subject to Bike Legal's compliance with the conditions and requirements set forth in the Innovation Office Manual and the Innovation Office Recommendation to the Court, and to a verification by the Innovation Office that the company's services are not causing material harm to consumers.

DATED this 10th day of August, 2022.



Matthew B. Durrant
Chief Justice

Document 2



Sandbox Recommendation to the Court

App No.0066 - Bike Legal

June 8, 2022

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Executive Summary

Recommendation: Authorize ABS

Applicant: Bike Legal Utah

Proposed Model/Service: Bike Legal is a partnership between Specialty Legal Marketing and Gosdis Law Firm representing people with personal injury claims who were injured while cycling. All legal services will be provided by a licensed attorney through an ABS partnership with a non-lawyer who will manage the marketing/client acquisition services. Both partners and staff are well versed in the sport of cycling and bring expertise to the partnership.

Target Consumer Market: Utah cyclists injured by negligence of others.

Sandbox Qualifiers: This business model/service qualifies for the Sandbox because it would feature the following characteristics:

- Lawyers employed or managed by nonlawyers
 - Nonlawyer ownership (50% or more)
 - Lawyers sharing profits with non-lawyers
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Regulatory Objective Qualifier:¹ In the Sandbox, Bike Legal can streamline affordable legal services because the attorney and staff will not need to focus on the business side of the law firm.

Utah Qualifier: Adapted for Utah requirements

Implementation Qualifier: Ready for immediate implementation

Innovation Assessment

General Assessment: Low-Moderate

Specific Risks: While Bike Legal will be providing legal services exclusively through licensed attorneys, as with any ABS there are common risks around:

1. Confidentiality

¹ Regulatory Objective: To ensure consumers have access to a well-developed, high-quality, innovative, affordable, and competitive market for legal services. (Standing Order No. 15)

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2. Non-lawyer oversight of services
 3. Corporate interest in protecting profit

Bike Legal has adequately addressed these concerns.

Sandbox Recommendation

We recommend the Court authorize Bike Legal to offer legal services in the state of Utah, subject to such requirements as the Innovation Office may impose.

Scope of Recommended Authorization

Term of authorization	The Innovation Office recommends that authority be granted for the duration of the existence of the Sandbox, or until exit and permanent licensure at the discretion of the Court. Any such licensure would be subject to the applicant complying with the conditions and requirements set forth below, and verification by the Innovation Office that the entity has a record of compliance with all requirements and the company's services are not causing harm to consumers.
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Recommended legal service models	This section presents a numbered list of the recommended service models. <ol style="list-style-type: none">1. Lawyer employed or managed by a nonlawyer2. Nonlawyer ownership (50% or more)3. Lawyers sharing fees with nonlawyers
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Legal service models not recommended	None
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Recommended consumer service areas	1. Accident / Injury
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Recommended waivers	None
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Recommended qualitative compliance requirements	Standardized disclosure statements on website and in mobile applications (see Manual): <ol style="list-style-type: none">1. Badge2. Nonlawyer ownership disclosure
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Note: All lawyers employed by Bike Legal remain subject to the rules of professional conduct and the disclosure requirements imposed by Rule 5.4.

Recommended data reporting requirements Low-Moderate Innovation data reporting requirements (see Manual)