

IN THE SUPREME COURT OF FLORIDA  
(Before a Referee)

THE FLORIDA BAR,  
Complainant,

v.

ROBERT LAURENCE PELLETIER,  
Respondent.

Supreme Court Case  
No. SC21-316

The Florida Bar File  
No. 2021-00,159(4A)

Received, Clerk, Supreme Court

JUL 15 2021

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**CONDITIONAL GUILTY PLEA FOR CONSENT JUDGMENT**

COMES NOW, the undersigned respondent, Robert Laurence Pelletier, and files this Conditional Guilty Plea pursuant to Rule 3-7.9 of the Rules Regulating The Florida Bar.

1. Respondent is, and at all times mentioned herein was, a member of The Florida Bar, subject to the jurisdiction of the Supreme Court of Florida.

2. Respondent is acting freely and voluntarily in this matter, and tenders this Plea without fear or threat of coercion. Respondent is not represented in this matter.

3. As to The Florida Bar case # 2021-00,159(4A), there has been a finding of Probable Cause by the Grievance Committee.

4. The disciplinary measures to be imposed upon respondent are as follows:

- A. Public Reprimand to be Administered by Publication; and
- B. Payment of The Florida Bar's costs.

5. The following allegations and rules provide the basis for respondent's guilty plea and for the discipline to be imposed in this matter:

A. Respondent, an "of counsel" attorney with The Law Office of David Taylor, advertised as "Pitbull Lawyer at Taylor Law", using the logo of a pit bull with a spiked collar, on multiple platforms, including an online blog/website, FaceBook Page and as a wrap on a boat.

B. Respondent also used the name "Pitbull" on his business cards and the door of Mr. Taylor's office.

C. The Supreme Court has previously stated that the use of an image of a pit bull and the phrase "Pit Bull" in the firm's advertisement does not assist the public in ensuring that an informed decision is made prior to the selection of the attorney. "... These devices, which invoke the breed of dog known as the pit bull, demean all lawyers and thereby, harm both the legal profession and the

public's trust and confidence in our system of justice." See, The Florida Bar v. Pape, 918 So.2d 240 at 242 (Fla. 2005).

D. Respondent was advertising as "Pitbull Lawyer", listing Mr. Taylor's firm address and phone number on his website, as well as on his business cards, a blog, and even on his boat.

E. Mr. Taylor, the managing partner of The Law Office of David Taylor, paid for the boat wrap on respondent's boat and had actual knowledge of respondent's use of the "Pitbull Lawyer" advertisement(s).

F. On October 20, 2020, November 4, 2020 and again on November 19, 2020, respondent was advised of the violations of these advertisements and asked to remove and/or correct them. Although he did correct some of the violations (business cards, office door), respondent only partially corrected his website and did not take any action on the boat wrap until the case was set for review by the grievance committee.

G. On or about May 5, 2021 respondent corrected all indicia of his "Pit Bull" advertisements and had his new advertisements and logo approved by The Florida Bar.

H. Prior to utilizing and displaying his "Pit Bull Lawyer" logo and advertising, both in print and social media, respondent did not get this advertisement for use of "Pit Bull Lawyer" approved by The Florida Bar.

I. By reason of the foregoing, respondent has violated the following Rules Regulating The Florida Bar: 4-7.12 Required Content: (a) Name and Office Location; 4-7.13 Deceptive and Inherently Misleading Advertisements; 4-7.14 A lawyer may not engage in potentially misleading advertising; 4-7.15 Unduly Manipulative or Intrusive Advertisements; 4-7.17 Payment for Advertising and Promotion. (a) Payment by Other Lawyers; 4-7.19 Evaluation of Advertisements. (a) Filing Requirements; (f) Notice of Compliance and Disciplinary Action. A lawyer will be subject to discipline as provided in these rules for: (1) failure to timely file the advertisement with The Florida Bar; (2) dissemination of a noncompliant advertisement in the absence of a finding of compliance by The Florida Bar; (5) dissemination of portions of a lawyer's Internet website(s) that are not in compliance with rules 4-7.14 and 4-7.15 only after 15 days have elapsed since the date of The Florida Bar's notice of noncompliance sent to the lawyer's official bar address.

6. The Florida Bar has approved this proposed plea in the manner required by Rule 3-7.9.

7. If this plea is not finally approved by the referee and the Supreme Court of Florida, then it shall be of no effect and may not be used by the parties in any way.

8. If this plea is approved, then respondent agrees to pay all reasonable costs associated with this case pursuant to Rule 3-7.6(q) in the amount of \$1,331.00. These costs are due within 30 days of the court order. Respondent agrees that if the costs are not paid within 30 days of this court's order becoming final, respondent shall pay interest on any unpaid costs at the statutory rate. Respondent further agrees not to attempt to discharge the obligation for payment of the Bar's costs in any future proceedings, including but not limited to, a petition for bankruptcy. Respondent shall be deemed delinquent and ineligible to practice law pursuant to Rule 1-3.6 if the cost judgment is not satisfied within 30 days of the final court order, unless deferred by the Board of Governors of The Florida Bar.

9. Respondent acknowledges the obligation to pay the costs of this proceeding and that payment is evidence of strict compliance with the conditions of any disciplinary order or agreement and is also evidence of

good faith and fiscal responsibility. Respondent understands that failure to pay the costs of this proceeding may reflect adversely on any reinstatement proceedings or any other bar disciplinary matter in which respondent is involved.

10. This Conditional Guilty Plea for Consent Judgment fully complies with all requirements of the Rules Regulating The Florida Bar.

Dated this \_\_\_\_ day of June, 2021.

*Robert L. Pelletier, Esq.*

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Dated this 15th day of June, 2021.

*James K. Fisher*

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