

NORTH CAROLINA
WAKE COUNTY

BEFORE THE
GRIEVANCE COMMITTEE
OF THE
NORTH CAROLINA STATE BAR
07G0323

IN THE MATTER OF)

Orrin R. Robbins,)
Attorney At Law)

REPRIMAND)

On July 12, 2007 the Grievance Committee of the North Carolina State Bar met and considered the grievance filed against you by the North Carolina State Bar.

Pursuant to Section .0113(a) of the Discipline and Disability Rules of the North Carolina State Bar, the Grievance Committee conducted a preliminary hearing. After considering the information available to it, including your response to the letter of notice, the Grievance Committee found probable cause. Probable cause is defined in the rules as "reasonable cause to believe that a member of the North Carolina State Bar is guilty of misconduct justifying disciplinary action."

The rules provide that after a finding of probable cause, the Grievance Committee may determine that the filing of a complaint and a hearing before the Disciplinary Hearing Commission are not required, and the Grievance Committee may issue various levels of discipline depending upon the misconduct, the actual or potential injury caused, and any aggravating or mitigating factors. The Grievance Committee may issue an admonition, a reprimand, or a censure to the respondent attorney.

A reprimand is a written form of discipline more serious than an admonition issued in cases in which an attorney has violated one or more provisions of the Rules of Professional Conduct and has caused harm or potential harm to a client, the administration of justice, the profession, or a member of the public, but the misconduct does not require a censure.

The Grievance Committee was of the opinion that a censure is not required in this case and issues this reprimand to you. As chairman of the Grievance Committee of the North Carolina State Bar, it is now my duty to issue this reprimand.

You maintain a website with the URL, tixfixer.com. The Grievance Committee found that as a URL for your firm's website, it is a trade name that must be registered with the North Carolina State Bar and meet the requirements of Rule 7.5(a). You did not apply for registration of tixfixer.com with the North Carolina State Bar for a determination of whether the name is misleading and in violation of Rule 7.5(a) of the Revised Rules of Professional Conduct. The

Grievance Committee took into account your belief that tixfixer was a domain name and did not have to be registered with the North Carolina State Bar.

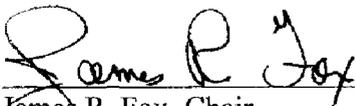
The Grievance Committee further found that the use of tixfixer.com to identify your website violated Rule 7.1(a)(2), as the name may imply that you can assist a person in their traffic matter in a way that is improper, unethical, or illegal.

Furthermore, your website included meta data that caused web search engines to identify you as a specialist in traffic related law. You are not a board certified legal specialist in "traffic related law." Furthermore, the North Carolina State Bar has not granted certification in the area of "traffic related law." The reference to you as a specialist in traffic related law violates Rule 7.4(d) of the Revised Rules of Professional Conduct.

You are hereby reprimanded by the North Carolina State Bar for your professional misconduct. The Grievance Committee trusts that you will heed this reprimand, that it will be remembered by you, that it will be beneficial to you, and that you will never again allow yourself to depart from adherence to the high ethical standards of the legal profession.

In accordance with the policy adopted October 15, 1981 by the Council of the North Carolina State Bar regarding the taxing of the administrative and investigative costs to any attorney issued a reprimand by the Grievance Committee, the costs of this action in the amount of \$50.00 are hereby taxed to you.

Done and ordered, this the 5th day of November, 2007



James R. Fox, Chair
Grievance Committee

JRF/lr