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ACHIEVING EXCELLENCE IN THE LEGAL PROFESSION IN NIGERIA: IMPERATIVES FOR LEGAL ENTREPRENEURIAL AND TECHNOLOGICAL SKILLS

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ABSTRACT

The legal profession is like guild. It is a distinct and noble one, and as such a restriction on what a lawyer is allowed to venture into. It is therefore imperative to highlight the opportunities available for lawyers to consider in a changing time of globalization and technological innovation as it relates to our economic social and political changes in Nigeria. Thus, the need to explore entrepreneurship in the legal profession notwithstanding the ethical obligations. This article seeks to explore legal entrepreneurship which implies that lawyers should apply entrepreneurial mind set and skill

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within the uncertainty of the legal profession thereby creating a leverage on the lawyer and their clients. A doctrinal method of research is adopted finding that legal entrepreneurship will create a dynamic that will create a continuous change in the structure of legal rights and duties, therefore, the need for a guideline. Again, the work noted that there isn't adequate legal entrepreneurship training in the Nigerian Law Schools and also discussed the issue of the prohibition of advertisement by legal practitioner. The paper recommends the guidelines that will ensure legal entrepreneurship in the country, introduction of Nigerian Law School entrepreneurship project in the Law Schools, and removing the restriction of advertisement by legal practitioners.

Keywords. Legal entrepreneurship, legal uncertainty, professional insecurities, legal skills.

1. INTRODUCTION

It is no secret that technology has significantly transformed the legal profession in recent years, resulting in extensive innovation and giving rise to the 'legal entrepreneur.'[69] Certainly, it can be said that innovation and entrepreneurship are 'trending' in today's legal landscape, driving competition and highlighting the distinction between progressive and regressive law firms, legal professionals, and legal service providers.[70]

During a time like this one when the country is faced with the rigor of recession, the legal profession is faced with a situation whereby it has to take conscious efforts and steps to recover from it. Given the economic and social revolution of the 21st century, information and technology innovations, globalization of economic and social activities have tremendously increased, leading to the need for a transformation in the legal profession; apparently compelling the legal profession to rise up to the innovations and technological inventions. This is the only way the legal profession will thrive.

[69]Sacha Kirk 'Entrepreneurship and Innovation in the Legal Industry' [2021] lexology.com available at http://www.lexology.com/library/detail.aspx?g=58217a1c-06a7-4df8-8e7c-4338753535d2 accessed December 6, 2022

[70] ibid

Every profession needs innovation and invention to thrive, the legal profession is not an exception to this.[71] The Law is a fascinating area of study that affects our everyday lives and impacts on almost every aspect of the society. Forces at work in the world are fundamentally transforming the legal profession.[72] The social and economic revolutions of the 21st century, the development of info-tech, the globalization of economic activities, the blurring of differences between professions and sectors and the increasing integration of knowledge have driven the entrepreneurial transformation of the legal profession.[73]

Notwithstanding this development, there seems to be no step taken to educate the legal professionals on a solution to this in Nigeria. Therefore, there is the need to explore legal entrepreneurship in Nigeria.

2. **LEGAL ENTREPRENEUR**

In general, an entrepreneur is someone that starts a business or venture, while bearing most or all financial risks, in hopes of filling a gap or need in the market and making a profit. As such, in the context of the legal profession, a legal entrepreneur is someone that starts a business or venture that augment or changes the delivery or undertaking of legal services using technology, process or a combination of both to fill a gap in the market and make a profit.[74]

Legal entrepreneurs, in the words of Douglas, are lawyers, activists and other participants in the legal process who are alert to opportunities to alter legal rules, thereby benefiting themselves or their clients.[75]

A legal entrepreneur is someone innovating the delivery of legal services or legal process by starting his/her own business to play out his/her theory.[76]

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[71]Ibid Olapo Olufade. 'The Legal Profession and Entrepreneurship' linked In [2017] available at https://www.linkedin.com/pulse/legal-profession-entrepreneurship-ibidolapo-olufadeaccesses December 5, 2022.

[72] ibid

[73]Ibid

[74]Sacha Kirk (n. 1)

[75]Douglas Glen Whitman, '*Legal Entrepreneurship and Institutional Change'*[2002] Journal des conomistes et des tudes humanies, 12(2)

Precisely because of these unique qualities, being a legal entrepreneur today is not an easy task. In a continuously developing market, like the legal one, it is easy to lose yourself into the vortex. Authenticity remains a powerful asset for an entrepreneur in general, and when we talk about the legal entrepreneur, it is even more valuable.[77]

2.1 **Qualities of a Legal Entrepreneur**

According to the Harvard Business School, these are some traits that make a good legal entrepreneur [78]:

1. Curiosity – We learn, from day one, how to explore a subject and research.
2. Structured Experimentalism – A big part of what lawyers do is following a methodology for researching (see point one) and then testing what we find to decide whether it's the right course of action.
3. Adaptability – Great lawyers have excellent listening skills, as well as an ability to negotiate.
4. Decisiveness – Once we've done all of the above, we have the confidence to make recommendations that might well challenge the status quo, as well as the professionalism to see things through to the end.

3. LEGAL ENTREPRENEURSHIP

The concept of legal entrepreneurship is relatively novel in the part of the world as very little has been written on this topic. These are two distinct concepts on their own. How then do you marry them. A lawyer is a professional who is a minister in the temple of justice determined to limit the exposure of his clients to risks, while an entrepreneur is skilled in ensuring quick result.

In the beginning, entrepreneurship was criticized for being a threat to the legal profession. However, this specific behaviour is what gave power to

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[76] Maxine Minter 'Legal Entrepreneurship- A Definition' [2018] medium publishing available at https://medium.com/@maxineminter/legal-entrepreneurship-a-definition-317d3b557c6a accessed December 5, 2022.

[77] ibid

[78]Kelsey Miller, '10 Characteristics of Successful Entrepreneurs' [2020] available at https://online.hbs.edu/blog/post/characteristics-of-succesful-entrepreneur accessed December 6, 2022

the concept and created new characteristics around it. From this particular behaviour, the legal entrepreneur was born, with its own challenges to face, its own battles to conquer and its victories to win.[79]

From the analysis above, it is safe to state that legal entrepreneurship is the opening of the legal profession to make legal services accessible to everyone, through technology.[80]Legal entrepreneurship means leaning towards your clients-independent lawyers, customers, legal professionals, in-house lawyers, corporations, etc. listening to their real needs and coming with solutions based on these needs.[81]

Legal entrepreneurship is a concept which started to appear frequently in the vocabulary of the legal start up ecosystem.[82]When talking about legal entrepreneurship, we must take into account the fact that the legal industry is a very conservatory one, in which the concept of entrepreneurship has not existed but recently.[83] This can be seen in the restriction of advertisement of any services rendered by lawyers. On the contrary the United States Supreme Court holding in *Baters v Arizona* (1977) wherein the prohibition on commercial advertisement of attorneys were lifted, the American law firms have made substantial budgetary allocation for advertisement like any other business corporations.[84]

For years, lawyers have not even considered that they activate into a legal market. There were only them and the others. The legal market, as we know it today, is a result of the "intrusion" of entrepreneurship into an extraordinarily regulated profession, to make it more accessible to everyone. To reach the aim of the legal work, namely, to be a partner in creating justice for everyone.[85]

3.1 Technological Innovation and The Legal Profession

The legal sector has been quite reluctant to change, especially in terms of embracing technology. However, in the modern business world, law firms are not missing out on any opportunity to invest in worthy tech tools and

[79] ibid

[80] Ana-Maria, '*Legal Entrepreneurship: What is it and how to Remain Authentic while Experiencing it'[2021]* available at https://blog.avoteca.com/articles/en/legal-entrepreneurship-what-is-it-and-how-to-remain-authentic-while-experiencing-it/ accessed on 21st November 2022

[81]Ibid

[82]Ibid

[83]Ibid

[84]Ibid Olapo Olufade(n. 3)

[85]Ana-Maria (n. 12)

software, especially after the recent pandemic. Besides, they have realized the need to walk the extra mile by using legal technology to meet clients' demands that are changing, growing, and becoming more immersive.[86]

Innovation means to improve, renew, or introduce new processes, products, or services to solve problems or create new value.[87] In a legal context therefore, innovation refers to new business models, alternative legal service providers (ALSPs), new technology and/or new processes that change, improve, or augment the way in which legal professionals complete their work and/or legal services are delivered.[88] Innovation plays a key role in a law firm's competitiveness in the market by supporting their digital transformation efforts and contributing to the provision of superior client experiences.[89]

Law firms that focus on developing a competitive advantage through digital transformation can leverage technology and innovation to optimize their processes in such a way that increases efficiency, saves their lawyers time, and reduces operational costs. This involves streamlining workflows, automating low-risk documents and tasks, and deriving actionable insights from data that can be used for continuous innovation.[90]

Worldwide, the legal services industry faces major challenges due to technological and social developments. Especially the application of technology such as Data Analysis, Artificial Intelligence and Cloud Computing has had a major impact on the industry.[91]

As in many businesses, this technological development started with the automation of administrative processes. In doing so, manual work was replaced by automated systems. Next, came the development towards computerization. Information that was first reserved to knowledge workers was made widely available, for example, via the internet. The current phase is called digitization in which legal processes are (almost) completely executed by systems. The introduction of all these forms of technology in

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[86]Cogneesol Legal technology helps in improving the client experience'[2022] available athttps://www.cogneesol.com/blog/legal-technology-helps-in-improving-clients-experience. Accessed December 6, 2022.

[87]Sacha Kirk (n. 1)

[88] Ibid.

[89] Ibid.

[90] ibid

[91]Leiden Universiteit 'Business Studies' available at https://www.univesrsiteitleiden.nl/en/law/institute-for-tax-law-and-economics/business-studies/center-for-entrepreneurship-and-innovation accessed December 8, 2022

the legal field is collectively referred to as 'Legal Technology', or 'Legal Tech'.[92]

Today, Legal Tech has developed into a business where start-ups disrupt the legal services industry. This is done, for example, by offering online services that involve no actual intervention by a lawyer or notary, such as the online drafting of an employment contract. Or, by using Data Analysis, to develop knowledge about the future demand for new legal services.[93]

3.2 **Artificial Intelligence in the Legal Practice**

The phrase “artificial intelligence” is a combination of two words “artificial” and “intelligence”. The word ‘artificial’ means man-made, while ‘intelligence’ means ability to acquire and apply knowledge or skills. In sum, ‘artificial intelligence’ means the ability to acquire and apply knowledge through man-made device.[94] At its simplest, Artificial Intelligence (AI) is the advancement and use of computer programs that execute tasks that typically require human intelligence. Artificial intelligence refers to inspiration of human intelligence processes by machines, particularly computer systems.[95] A particular application called artificial intelligence includes expert systems, natural language processing, speech recognition and machine vision. [96]

From the above, it is clear that the work of a lawyer which is cumbersome can be made easier and even faster. This can make research a lot easier, contract can easily be reviewed with lawyers applying due diligence, all files and documents can be converted to be automatic which will be easily accessed by all lawyers in the firm. Again, platforms are being created to carry out legal decisions. One believes that absence of this will likely pose a challenge for the profession if the laws are not reviewed to envisage this technological advancement in Nigeria.

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[92] ibid

[93] ibid

[94] Rifkatu Ali, ‘Impacts of Artificial Intelligence on the Modern Legal Practice’[2022] available athttps://sabilaw.org/impacts-of-artificial-intelligence-on-the-modern-legal-practice/ accessed December 9, 2022

[95] ibid

[96] ibid

Based on the United Kingdom's assessment of the companies and offerings in the legal field, current applications of AI appear to fall in six major categories:[97]

i. Due diligence – Litigators perform due diligence with the help of (AI) tools to uncover background information. We've decided to include contract review, legal research and electronic in this section.
ii. Prediction technology – An AI software generates results that forecast litigation outcome.
iii. Legal analytics – Lawyers can use data points from past case law, win/loss rates and a judge's history to be used for trends and patterns.
iv. Document automation – Law firms use software templates to create filled out documents based on data input.
v. Intellectual property – AI tools guide lawyers in analyzing large Intellectual Property portfolios and drawing insights from the content.
vi. Electronic billing – Lawyers' billable hours are computed automatically.

4. **HISTORICAL ANTECEDENT OF THE LEGAL ENTREPRENEURSHIP**

A law license was once a passport to a financially stable, secure, socially respectable career. A law degree, licensure and 'paying one's dues' as a well-paid firm associate generally yielded a steady return on investment throughout one's career—albeit without residual equity upon retirement. The golden ring was partnership at a large firm, and those that did not win the sweepstakes were commonly placed in-house at firm clients or became partners at smaller firms.[98]

Lawyers controlled all facets of their market from education, licensure, state bars, practice and ethical standards, organizational structure, economics, and delivery. They sold one thing legal expertise and had a monopoly. Self-regulation ensured that 'non-lawyers' everyone

[97]Emerj, 'AI in Law Practice- A Comprehensive View of 35 Current Applications' Available at https://emerj.com/ai-sector-overviews/ai-in-law-legal-practice-current-applications/ accessed December 9, 2022

[98] Mark Cohen, 'The golden age of the legal entrepreneur why now and why it matters' [2018]available at https://www.forbes.com/sites/markcohen1/2018/06/01/the-golden-age-of-the-legal-entrepreneur-why-now-and-why-it-matters/ accessed 16thDecember.

without a law license could not own, invest, or engage in 'the practice of law.' It was left to the lawyer-controlled state Bars to determine often with vague standards what 'practice' meant. Practice was territorially limited to ensure resident lawyers would not have their turf invaded. The legal profession was provincial, parochial, and exclusionary by design. Lawyers dictated the terms of engagement to clients and perpetuated the illusion they alone were qualified to solve business challenges they characterized as 'legal.'[99]

It is worthy to note that in Nigeria lawyers also control every aspect of the legal profession. The powers to do so were derived from the provisions of the Legal Practitioners Act (LPA). [100] The provisions of the Act established the Body of Benchers and provide thus: "There shall be a Body Corporate with perpetual succession and a common seal made up of Legal Practitioners of the highest distinction in the legal profession in Nigeria to be known as the Body of Benchers".[101]The Act went further to provide the powers of the said Body of Benchers and state thus:

> The powers of the Body of Benchers shall include: (a) Call to the Bar of eligible candidates; (b) Taking all measures (whether by making regulations pursuant to the powers conferred on it by this section or otherwise howsoever) which appear to it to be necessary or expedient for maintaining at all times the traditional values and wellbeing of the legal profession; and (c) The exercise of disciplinary jurisdiction over members of the legal profession.

Again, for a person to be entitled to practice Law in Nigeria, that person must satisfy the provisions of section 8 of the LPA which provides thus: "A person is entitled to practice as a Legal Practitioner only if his name is on the Roll of the Legal Practitioners kept at the Supreme Court of Nigeria and he has met all the conditions for practice set out in this Act and any rules made by the Body of Benchers".[102]

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[99] ibid
[100]Legal Practitioners Act CAP L11 Laws of Federation of Nigeria (LFN)2004 (LPA) 2021.
[101]Ibid. S.1. Legal Practitioners Act.
[102]Ibid S. 8. Legal Practitioners Act.

Subsection 5 made provision of what constitute practice in Nigeria and it provides thus:

> (a) giving advice or counsel to persons as to their legal rights or responsibilities or to those of others; (b) selecting, drafting, or completing legal documents or agreements that affect the legal rights of a person; (c) representing a person before an adjudicative body, including, but not limited to, preparing or filing documents or conducting discovery; or (d) negotiating legal rights or responsibilities on behalf of a person.
>
> (6) Notwithstanding the provisions above, the following are permitted whether they constitute the practice of law or not: (a) Pro se representation; (b) Serving as arbitrator, mediator, conciliator or expert determiner; and (c) trainee law students working under the direct supervision of persons entitled to practice law in Nigeria in strict compliance with the Rules of Professional Conduct.[103]

The Law is clear as what constitute practice in Nigeria. In Nigeria, the Legal Education (Consolidation, Etc.) Act of Nigeria established the Council of Legal Education and provides thus: "There shall be a body to be known as the Council of Legal Education (in this Act referred to as "the Council") which shall be a body corporate with perpetual succession and a common seal".[104] "The Council shall have responsibility for the legal education of persons seeking to become members of the legal profession".[105]

Subsequently, by global standards, lawyers crafted language, procedures, and an insular, homogeneous culture to differentiate themselves from the rest of society. This supported a "lawyer/'non-lawyer'" worldview and preserved their hegemony over the delivery of legal services. It also perpetuated the myth of lawyer exceptionalism. Law firm structural and economic models were predicated on lawyers performing all 'legal' work with a labor intensive, 'no stone unturned' approach regardless of

[103]Ibid. S. 8(6). Legal Practitioners Act.
[104] Section 1 of the Legal Education (Consolidation, ETC.) Act. CAP L20 Laws of the Federation of Nigeria 2004.
[105]Ibid. S.1 (2). Legal Education (Consolidation, ETC.) Act

client objective or value. Budgets, price predictability, and knowledge management were not a part of the law firm modus operandi, although their business clients operated that way for decades.[106]

Competition among law firms was generally friendly; each firm had its client 'relationships.' There was little movement among partners or clients. This persisted into the 1970's when law, like baseball, entered the free agency era. Steve Kumble, Joel Hyatt, and Steve Brill were three early lawyer/entrepreneurs that transformed legal practice into the legal industry and created a roadmap to the present.[107] The first move that showed lawyers as entrepreneurs were made by them when they opened a law office in the 1970s. This is also the practice in Nigeria. Lawyers are empowered by the law to open a law office after the completion of a compulsory one-year pupilage which is an attachment in another law office.[108]

> (1) Every person called to the Nigerian Bar shall undergo a mandatory pupilage for one year. (2) Any person who has not undertaken the mandatory one-year pupilage shall not be entitled to commence practice as a Legal Practitioner. (3) The Body of Benchers shall make regulations and set up the criteria for the conduct of pupilage for new entrants to the Bar. (4) The Body of Benchers shall develop and maintain a Pupilage Handbook which shall among others deal with the structure and duration of the pupilage programme, fair treatment and selection of pupils, duties, training and responsibilities of pupil supervisors, support and advise for pupils, complaints procedures and remuneration of the pupil. (5) The Body of Benchers shall have a division responsible for pupilage programme and shall have qualified Legal Practitioners as pupil supervisors. Participation and contribution as pupil supervisor will be one of the criteria for conferment of legal practitioners' privileges under this Act.

[106]Ibid. Legal Education (Consolidation, ETC.) Act
[107]Ibid. Legal Education (Consolidation, ETC.) Act
[108] Legal Practitioners Act, S. 12

This will further ensure expertise. This will enable the practice of all the activities provided by virtue of the provisions of the Act.

At this junction, it is noteworthy that the world is faced with technological advancement. This is a blessing. However, it opens opportunities for persons who take advantage of same. And our worry is that will this face out the relevance of the legal profession?

Even though it is clear that the legal profession in Nigeria is responding to the development by taking some steps in ensuring that lawyers are entrepreneurial, this can be seen in opening of law firms that are digitally oriented, by employing computers in drafting legal processes conducting searches online, among other things.

5. ETHICAL CONSIDERATION FOR LEGAL ENTREPRENEUR IN NIGERIA

Apparently, ethics in the legal profession is principal. There is no gain reiterating the fact that Law is a conservative profession with high values and standards to be strictly adhered to as a member of the noble profession. Consequently, legal ethics can be seen in the combine provisions of the Legal Practitioners Act,[109] Legal Education (Consolidation ETC.) Act (LPA),[110] the Rules of Professional Conducts (RPC),[111] and Legal Practitioners Disciplinary Committee Rules (LPDCR),[112]

Accordingly, the Legal Practitioners Act[113] has given the powers to the chairman of the General Council of the Bar who is the Attorney General of the Federation and Minister of Justice, to make such rules as will be relevant for legal practitioners to practice law in Nigeria, therefore, the Rules of Professional Conduct provide thus:

> A lawyer shall uphold and observe the rule of law, promote and foster the cause of justice, maintain a high standard of professional conduct, and shall not engage in any conduct which is unbecoming of a legal practitioner.[114]
>
> A lawyer shall not knowingly do any act or make any omission or engage in any conduct designed to lead to the admission into the legal profession of a person who is

[109]Legal Education (Consolidation, ETC.) Act.
[110]Ibid. Legal Education (Consolidation, ETC.) Act
[111]Rules of professional conduct for legal practitioners 2007.
[112] Legal practitioners disciplinary committee rules 1965.
[113]Legal Education (Consolidation, ETC.) ActS. 12(4)
[114]Rules of Professional Conduct for Legal Practitioners 2007, S. 1

unsuitable for admission by reason of his moral character or insufficient qualification or for any other reason.[115]

Subsequently, in addition to the high moral standard placed on the legal practitioner, there are strict duties the legal practitioner should uphold. These are captured in the provisions of the Law stated below. The provisions contained in the sections mentioned below provide thus:

A lawyer shall not

(a) aid a non-lawyer in the unauthorized practice of the law;

(b) permit his professional services or his name to be used in aid of, or to make possible, the unauthorized practice of law by any person not qualified to practice or disqualified from practice; or

(c) Share legal fees with non-lawyer except as provided in Rule 53.

(2) A lawyer shall not, in return for a fee, write or sign his name or permit his name to be written or signed on a document prepared by a non-lawyer as if prepared by him.

3. A lawyer shall not permit his professional service to be controlled or exploited by any lay agency, personal or corporate, which intervenes between him and the client. Charitable societies or other institutions rendering aid to the indigent are not deemed to be such intermediaries.[116]

Again, as noted earlier, in response to the globalization in recent times and in a bid to rise up to the shift towards legal entrepreneurship and technology in the legal profession, some countries have taken steps to move from this position and change the position in such a way that lawyers can partner with non-lawyers. This should be a welcomed development. "A lawyer shall not form a partnership with a non-lawyer or with a lawyer who

[115]Ibid. S. 2. Legal Education (Consolidation, ETC.) Act

[116]Ibid. S. 3(1), (2), (3), and (4).Legal Education (Consolidation, ETC.) Act

is not admitted to practice law in Nigeria, if any of the activities of the partnership consists of the practice of law".[117]

It is noteworthy, from the provisions of the rules stated above, lawyers are not allowed to partner with persons who are non-lawyers. However, considering the fact that the world is turning into a global village the legal profession cannot be an island on its own. In trying to respond to the current globalization, lawyers who are experts in all the legal aspect of the law aren't so conversant with other areas such as technology. This position has long been changed in other countries whereby lawyers are allowed to partner with other non-lawyers so as to be able to rise up to the challenges of the recent times.

Noting the duty of a lawyer to his client, in the service of the client's needs, the lawyer is expected to devote himself to the services of the client's needs provided it doesn't go against the provisions of the Law. It is provided by the Rules thus:

> It is the duty of a lawyer to devote his attention, energy and expertise to the service of his client and, subject to any rule of law, to act in a manner consistent with the best interest of the client.[118]
>
> (2) Without prejudice to the generality of paragraph (1) of this rule, a lawyer shall----
>
> (a) consult with his client in all questions of doubt which do not fall within his discretion;
>
> (b) Keep the client informed of the progress and any important development in cause or matter as may be reasonably necessary;
>
> (c) warn his client against any particular risk which is likely to occur in the course of the matter;
>
> (d) respond as promptly as reasonably possible to request for information by the client; and
>
> (e) where he considers the client's claim or defence to be hopeless, inform him accordingly.
>
> (3) When representing a client, a lawyer may, where permissible, exercise his independent professional

[117]Ibid. S. 5. Legal Education (Consolidation, ETC.) Act
[118]Ibid. S. 14. Legal Education (Consolidation, ETC.) Act

judgment to waive or fail to assert a right or position of his client.

(4) It is the duty of a lawyer employed in respect of a court case to be personally present or be properly represented throughout the proceedings in court.

(5) Negligence in handling of a client's affairs may be such a nature as to amount to professional misconduct.

(1) Subject to paragraphs (2) and (3) of this Rule, a lawyer may engage in any advertising or promotion in connection with his practice of the law, provided it;[119]

(a) is fair and proper in all the circumstances; and

(b) complies with the provisions of these Rules.

(2) A lawyer shall not engage or be involved in any advertising or promotion of his practice of the law which -----

(a) is inaccurate or likely to mislead;

(b) is likely to diminish public confidence in the legal profession, or the administration of justice, or otherwise bring the legal profession into disrepute;

(c) makes comparison with or criticizes other lawyers or other professions or professionals;

(d) includes any statement about the quality of the lawyer's work, the size or success of his practice or his success rate; or

(e) is so frequent or obstructive as to cause annoyance to those to whom it is directed.

(3) Notwithstanding the provisions of paragraph (1) of this Rule, a lawyer shall not solicit professional employment either directly or indirectly by -----

(a) circulars, handbills, advertisement, through touts or by personal communication or interview;

(b) furnishing, permitting or inspiring newspaper, radio or television comments in relation to his practice of the law;

[119] Ibid. S. 39. Legal Education (Consolidation, ETC.) Act

(c) procuring his photograph to be published in connection with matter in which he has been or is engaged, or concerning the manner of their conduct, the magnitude of the interest involved or the importance of the lawyer's position;

(d) permitting or inspiring sound recording in relation to his practice of law; or

(e) such similar self-aggrandizement

(4) Nothing in this rule shall preclude a lawyer from publishing in a reputable law list or Law Directory, a brief biographical or informative data of himself, including all or any of the following matters -----

(a) his name or names of his professional association;

(b) his address, telephone number, telex number, e-mail address, etc;

(c) the school, colleges, or other institutions attended with dates of graduation, degree and other educational or academic qualifications or distinctions;

(d) date and place of birth and admission to practice law;

(e) any public or quasi-public office, post of honour, legal authority, etc;

(f) any legal teaching position;

(g) any national honours;

(h) membership and office in the Bar Association and duties thereon; and

(i) any position held in legal scientific societies.

A lawyer may cause to be printed on his note-paper, envelopes and visiting card-[120]

(a) his name and address;

(b) his academic and professional qualifications and title including the words "Barrister-at-Law", "Barrister and Solicitor" Solicitor and Advocate" "Legal Practitioner" " Attorney-at-Law" ; and

(c) any national honours.

[120] Ibid. S. 40. Legal Education (Consolidation, ETC.) Act

The Rules have categorically provided that there are certain conducts that will be regarded as improper form of attraction of business for a lawyer in Nigeria. These, as analysed above, are the guidelines for all lawyers to adhere to in conducting themselves. This can be considered as a restriction to the exploration of legal entrepreneurship in Nigeria.

This position can be reviewed so that innovation in technological advancement can be taken advantage of by the legal entrepreneurs. There is no denying that the world is moving fast towards digitization. The legal profession cannot be left behind. The demands of the client have changed as they demand quick result. Quick results are achieved with the use of technology and artificial intelligence.

> A lawyer or a firm may display at the entrance of, or outside, any building or office in which he or it carries on practice, a sign or notice containing his or its name and professional qualifications.
> The sign or notice shall be of reasonable size and sober design.[121]
>
> Where a lawyer is available to act as an associate of other lawyers either generally or in a particular branch of the law or legal service, he may send to lawyers in his locality only and publish in his local journal, if any, a brief and dignified announcement of his availability to serve other lawyers in that connection as long as the announcement is not designed to attract improperly.[122]

Apparently, the legal profession is a distinct body because it has rules that must be strictly adhered to, failure of which will be liable to punishment. This is evident in the establishment of Disciplinary Committee. The Disciplinary Committee is a body that comprises legal practitioners brought together from various spheres within the profession, whose duties are as contained below.

It provides thus:

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[121] Ibid. S. 41. Legal Education (Consolidation, ETC.) Act
[122] Ibid. S. 44. Legal Education (Consolidation, ETC.) Act

> There shall be a Committee of the Body of Benchers to be known as the Legal Practitioners Disciplinary Committee (in this Bill referred to as "the Disciplinary Committee") which shall be charged with the duty of considering and determining any case where it is alleged that a person who is a member of the legal profession has misconducted himself in his capacity as such or should for any other reason be the subject of proceedings under this Bill.[123]

Subsequently, once a proceeding is entered against a legal practitioner, the rules provide thus:

> The Body of Benchers shall make rules for the purposes of any proceedings and as to the procedure to be followed and the rules of evidence to be observed in proceedings before the Disciplinary Committee. (b) The rules shall in particular provide: i. For securing that notice of the proceedings shall be given, at such time and in such manner as may be specified by the rules, to the person against whom the proceedings are brought; ii. For determining who, in addition to the person aforesaid, shall be a party to the proceedings; iii. For securing that any party to the proceedings shall, if he so requires, be entitled to be heard by the Disciplinary Committee; iv. For enabling any party to the proceeding to be represented by a legal practitioner; v. The costs of proceedings before the Disciplinary Committee; vi. For requiring, in a case where it is alleged that the person against whom the proceedings are brought is guilty of infamous conduct in any professional respect, that where the Disciplinary Committee adjudges that the allegation has not been proved, it shall record a finding that the person is not guilty of such conduct in respect of the matters to which the allegation relates; vii. For publishing in the Federal gazette notice of any direction of the Disciplinary Committee which has taken effect providing that a person's name shall be

[123] Schedule 1 of the legal practitioners disciplinary committee.

struck off the roll or that a person shall be suspended from practice.

Therefore, from the above, it can safely be concluded that a legal practitioner has no other option than to conduct himself in a manner that will not be regarded as unbecoming of a legal practitioner. He must appear to be a person worthy of emulation.

This forms the yardstick of legal practice in Nigeria. As noble as the legal profession is, so as the high standard of expectation of the members of the society on lawyers and as a result this must be strictly adhered to.

6. **CONCLUSION**

In conclusion, it is safe to state that technology has significantly transformed the legal profession in recent years, which has resulted in extensive innovation and giving rise to the legal entrepreneur. A legal entrepreneur is someone that starts a business or venture that augments or charges for the delivery or undertaking of legal services using technology. This has become essential owing to the economic and social revolution of the 21st century, information and technology innovations, globalization of economic and social activities which have tremendously increased, and thereby leading to the need for a transformation in the legal profession. Therefore, compelling the legal profession to rise up to the innovations and technological inventions. A lawyer must combine both legal and entrepreneurial skills. As an entrepreneur, you need feedback from customers so as to assess the quality of services rendered. As a legal entrepreneur, you need to adopt this skill by ensuring that request for feedback from client to ensure maximum satisfaction of your client. This is done by offering online legal services that involve no actual intervention by a lawyer or notary, such as the online drafting of an employment contract or by using data analysis, to develop knowledge about the future demand for new legal services. Again, it is equally very important to stand out in the services you provide as a legal entrepreneur. This is because the market is highly saturated with highly qualified lawyers and new lawyers who are trained and graduated annually. What services do you render that will make you standout as a legal entrepreneur? How effective and efficient are your services from that rendered by other lawyers? Consequently, the following findings have been made:

7. FINDINGS

i. This research finds that new lawyers entering the practice lack adequate entrepreneurial training in the aspect of Legal entrepreneurship to apply the law in meeting with the current globalization of the economic and social activities so as to maximize profit in practicing law after being called to the Bar; a programme such as 'Nigerian Law School Entrepreneurship Project' is not available.

ii. This research also finds that in an effective legal entrepreneurship practice, a model of legal service providers has not been put in place, such as Center for legal Entrepreneurship Training.

iii. This research also finds that there isn't a guideline for legal entrepreneurship as available in other countries like the United States such as the enactment of Legal Services Act so as to create an alternative business structure which will allow a non-lawyer to partner with lawyers in providing legal services.

iv. This research also finds that the prohibition on commercial advertisement for lawyers has eliminated the business aspect of the law thereby making it less attractive for entrepreneurship.

v. Finally, this research finds that there isn't a platform that contains a detailed record of all qualified practicing lawyers and their areas of specialization and location which should be made easily accessible to everyone thereby taking advantage of the current globalization.

8. RECOMMENDATIONS

1. This research recommends that new lawyers entering the practice need adequate entrepreneurial training in the aspect of Legal entrepreneurship to apply the law in meeting with the current globalization of the economic and social activities so as to maximize profit in practicing law in the Law Schools such as 'Nigerian Law School Entrepreneurship Project'.

2. This research also recommends the need for a guideline for legal entrepreneurship as available in other countries like the United States such as the enactment of Legal Services Act so as to create an alternative business structure which will allow a non-lawyer to partner with lawyers in providing legal services.

3. This research also recommends a Centre for Legal Entrepreneurship and Innovation Training.

4. This research also recommends that the prohibition on commercial advertisement for lawyers should be reviewed in relation to the business aspect of the law thereby making it easily attractive for entrepreneurship.

5. This research finally recommends the need to create a uniform platform that will contain detailed analysis of all the qualified legal practitioners in Nigeria which should state their location, areas of specialization or expertise; this should be made easily accessible to the general public.