

Call for Collective Action: Safeguarding the Future of the Legal Profession in the Age of Online Commercialization

An international call for legal professionals to revisit outdated advertising restrictions and regulate online marketing of legal services.

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Bhagnari & Co Announces International Initiative on Legal Ethics and Online Commercialization

Bhagnari & Co, a firm of patent and trademark attorneys based in India, has announced an international initiative inviting advocates and legal professionals to engage in discussions on ethics, modernization, and commercialization of legal services in the digital age.

Recent developments in India have brought renewed attention to professional conduct rules for advocates. High Courts and Bar Councils have reiterated long-standing restrictions on advertising and solicitation by advocates under the Advocates Act, 1961. At the same time, the firm notes that a number of non-legal internet marketing companies have been actively promoting and offering services traditionally performed by licensed legal practitioners. These companies frequently advertise online, capture search rankings, and attract large volumes of legal work—especially in the field of trademark and intellectual property filings.

Bhagnari & Co observes that such practices may undermine public confidence, create confusion regarding who is authorized to practice law, and reduce opportunities for qualified advocates who operate within ethical and professional guidelines.

The firm's initiative seeks to create a platform for constructive dialogue on how the legal



Mahesh Bhagnari | Patent and trademark attorney in India

community can adapt to the changing environment while maintaining the dignity and independence of the profession. The initiative aims to facilitate discussions around the following core themes:

1. Whether the Advocates Act, 1961 and similar professional frameworks in other jurisdictions remain adequate in addressing the challenges of modern online practice.
2. Whether carefully designed, factual, and ethical communication by advocates should be permitted to help the public identify qualified professionals without breaching ethical boundaries.
3. How policymakers and regulators can effectively restrain non-legal entities and unqualified intermediaries from marketing or offering legal services online.

Bhagnari & Co emphasizes that these are complex and evolving issues that deserve open, balanced, and global discussion. The firm believes that collaborative dialogue among advocates, professional councils, and regulators can help develop practical policy recommendations that both preserve ethical integrity and acknowledge technological realities.

The firm has published a detailed statement outlining these issues and inviting participation from the legal community. The full statement is available on the firm's official website at: <https://www.bhagnari.com/legal-ethics-press-release>

Legal professionals, academics, and policymakers are invited to participate in the continuing discussion through the following channels:

Telegram Discussion Forum: <https://t.me/legalethicsintl>

Twitter (X): @LegalEthicsIntl

The initiative is designed to promote constructive discussion, gather insights from practitioners around the world, and ultimately contribute to a responsible modernization of the legal profession in response to digital transformation.

Bhagnari & Co notes that while this issue is particularly visible in India, similar trends are emerging internationally as online platforms increasingly intersect with legal practice. By encouraging lawyers and regulators across jurisdictions to exchange perspectives, the firm hopes to contribute to a fair, transparent, and ethical evolution of professional standards.

About Bhagnari & Co

Bhagnari & Co is a law firm based in India specializing in patents, trademarks, and intellectual property protection. The firm represents clients across India and internationally, providing advisory and filing services with an emphasis on quality, compliance, and integrity.

For Media Queries:

Bhagnari & Co – Patent and Trademark Attorneys | INDIA

Website: www.bhagnari.com

Email: info@bhagnari.com

Issued in public interest to encourage collective dialogue among advocates and legal professionals worldwide.

Mahesh Bhagnari

Bhagnari & Co

+91 98605 88440

info@bhagnari.com

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