Lexport

MikeLegal

Your AI powered Legal Associate

Transition To Automation Of Trademark Portfolio Management And Watch

Mike

TM Manager & TM Watch

Case Study

with Lexport

About Lexport

Founded: 2000

Location: New Delhi and Bengaluru, India

Lexport was founded in 2000 by Mr. Srinivas Kotni who is the founder and managing partner of the firm. Lexport began as a firm dedicated to corporate and trade laws with a focus on corporate law, civil litigation, IP, and indirect taxation. Their goal is to help business corporates, private sector and public sector institutions interpret and navigate through the complex legal and regulatory framework of India to enhance ease of business and reduce liability.

With time their portfolio has expanded and they are now managing multiple clients across various specialties. One arm of the firm which has seen tremendous growth is intellectual property.

The Covid Impact & Turning Over A New Leaf

Lexport started as a one-man firm where Mr. Srinivas Kotni was everything from the support staff to the managing partner. Over the span of two decades, they have grown leaps and bounds.

As it is said change is the only constant, Covid brought multiple changes to the functioning of the firm due to the work from home situation. They had to equip their team members in a way that there was less dependency on one another, support staff, and external resources. The need of the hour was to be more efficient, prompt, and service the clients better. The whole pandemic and limited staff availability pushed them to explore Legal Tech and automation and it brought forth a massive irreversible change.

> **Changes first started with using tech and software for billing or case and deadline management. Once we saw how easy and uncomplicated things became, we gained the confidence to explore Legal Tech to automate our trademark-related work and management**
>
> — Mrs. Raj Latha Kotni, Partner At Lexport

During our talk with Lexport, it became evident that like most other legal firms in India Covid forced upon the change in favour of Legal Tech solutions. But the transition and thought had changed much before that. There is a fair understanding that in order to compete with global law firms and be at par with their working standard, Indian law firms need to upgrade themselves. At Lexport, the choice to invest in LegalTech came from the same ideology – equip and upgrade the associates at all levels so not only the overall efficiency improves, but they gain an edge above the competition and are at par with global firms of similar stature.

In the pre-Covid era, there was a huge gap between old school firms and tech-savvy firms. There was no real in between. But the circumstances have broken that mould and has opened up the legal fraternity to adapt to technology for not just survival but also for growth in the sector.

> **It's a good change, now we have better products also, the internet bandwidth is better, and fraternity is more open to adopting and also trusting technology**
>
> — Mrs. Raj Latha Kotni, Partner At Lexport

Adopting MikeLegal

As per Lexport, this decision was easy. The other IP managers and watch software on the market did not serve the bill. What stood out for MikeLegal as compared to the others was syncing with the trademark registry. The direct access to Trademark Registry database 24x7 even when their website or server was down, was a big plus. This ensured that technically, the work can move on without delays. Also, the interface looked easier to use and navigate and had all the information and links in the single dashboard, making it easy to use for anyone, even if they are not tech-savvy.

Adoption as easy as 123

Lexport can be defined as one of those firms, which were about 50% into adopting technology solutions, but not all the way through. Many senior associates were comfortable working via excel sheets or using printouts for each review, etc. So adoption was not easy, it was a process.

The decision to adopt Legal Tech products for trademark portfolio management and watch was forced upon the team. Initially there was reluctance and lack of willingness to change. But as per Lexport the support and patience of the team at MikeLegal helped them overcome this, and the transition and adoption has hence been smooth.

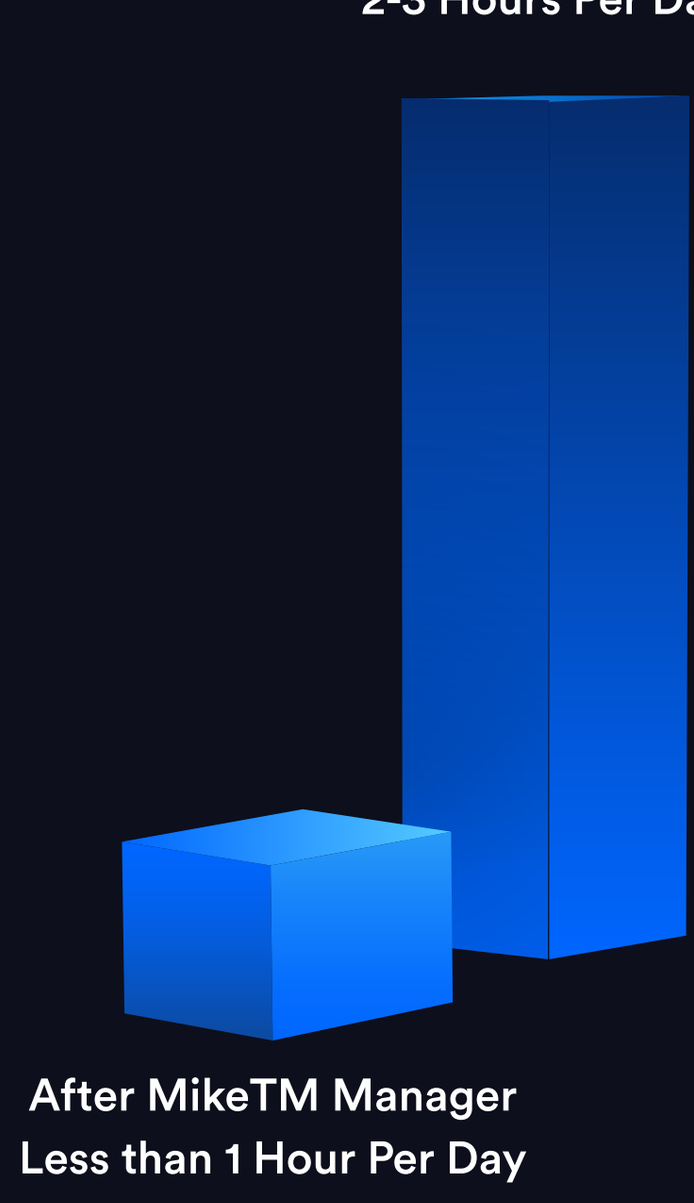
The MikeLegal Impact: MikeTM Manager

As per Lexport, MikeTM Manager is the most extensively used MikeLegal product. They have found the reports features to be the most helpful, where they can send the client regular up-to-date reports on their marks status and deadlines.

Before MikeTM Manager
2-3 hours per day per lawyer, i.e. 15 hours per week or 60 hours per month

After MikeTM Manager
Less than 1 hour per day, i.e. 7 hours per week in total and 28 hours per month

Total hours saved
32 hours per month (approx.) i.e. almost 53% time saved



Additionally, this has also made the overall turnaround time much faster and the process more efficient. Now, there is no need for a dedicated resource to update excels or create word file reports manually.

As per Lexport, they are yet to explore all the features on the system but are keen to get on to them soon. Overall, in a nutshell, Lexport has reported a 75% reduction in the time they needed to invest into generating and sharing these reports with their clients.

The tracking system has enabled their team to stay ahead of any developments regarding client's marks and also not miss any important deadline. Additionally, all reports generated by the MikeLegal system have the Lexport logo. So sharing updates with clients is as easy as just download and email, even if it is at the drop of the hat notice.

> **It's a big saving, not only in terms of money spent on support staff and external resources but mainly time. With such well-drafted and organised and timely reports, the clients are happy, and they sure make us look good and professional**
>
> — Mrs. Raj Latha Kotni, Partner At Lexport

The MikeLegal Impact: MikeTM Watch

Exhaustive automated reports provided by MikeTM Watch across all 45 classes has turned to be a boon for the infringement analysis at Lexport. By using MikeTM Watch not just they have experienced identification of more infringements but time spent on going through the weekly journal has also dropped significantly. Furthermore, adoption of MikeTM Watch has also resulted in decline of messages from the client informing of the infringements.

Before MikeTM Watch

5-6 hours per lawyer per week, i.e. 24 hours per month

After MikeTM Watch

1-2 hours per lawyer per week, i.e. 8 hours per month

Total hours saved

16 hours per month (approx.) i.e. almost 66% time saved



MikeLegal Impact

Before MikeTM Manager and MikeTMWatch, Lexport's team would spend 3-4 hours per day generating client reports and updates. Also, they had dedicated a good portion of one working day just for journal watch, which meant 5-6 hours of each associate. With the investment in these tools with MikeLegal, they now save 2-3 hours per day and no longer need dedicated time from each team member just for journal watch.
Hence in terms of time saved, for a team of 15 lawyers at various levels:

53%
Gain in efficiency in management of client TM portfolio

900
working hours gained per month after automation of TM portfolio management

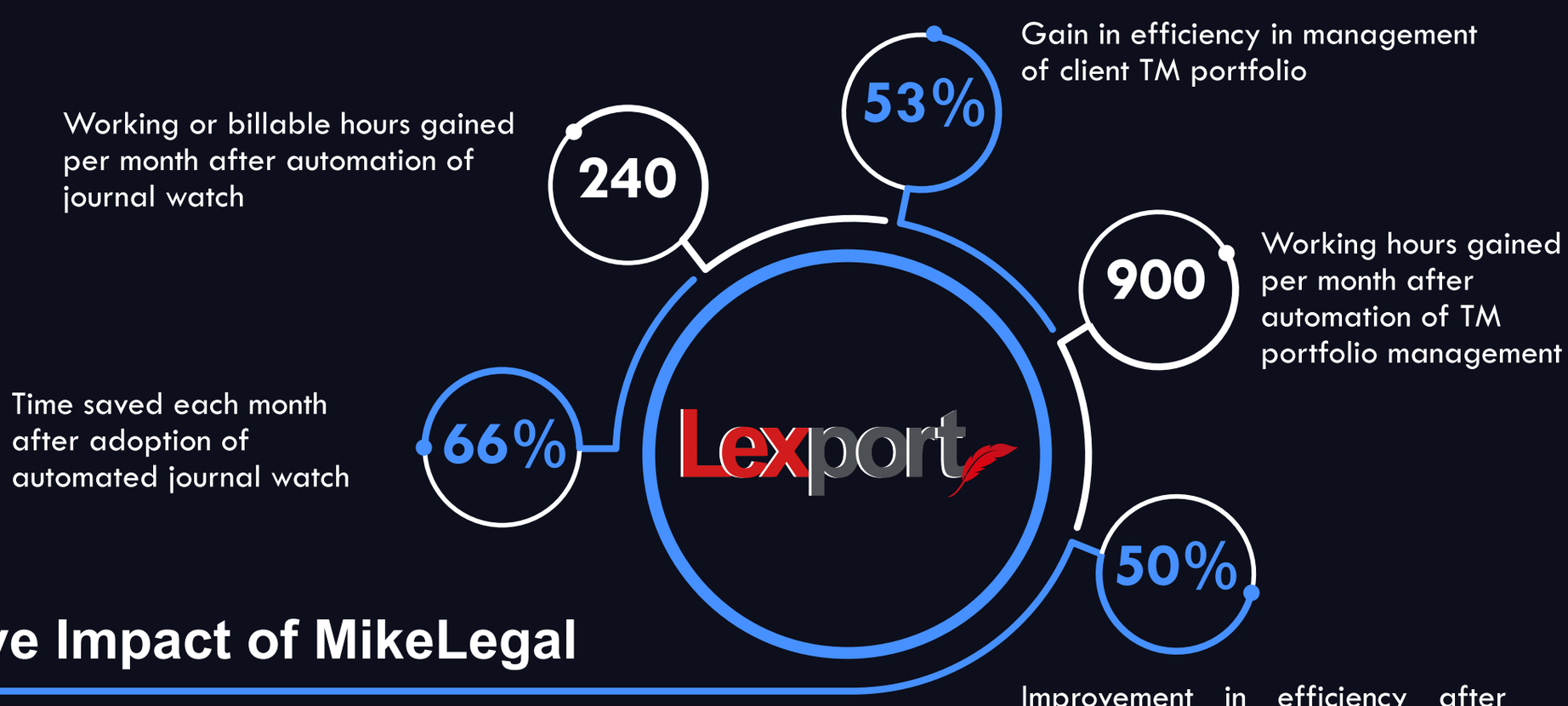
66%
Time saved each month after adoption of automated journal watch

240
working or billable hours gained per month after automation of journal watch

Key Highlights

- 53% time saved in client report compilation
- 66% time saved in weekly journal watch
- Optimised use of resources
- Team and associates are more independent in work
- Better quality research and drafting
- Provide the clients any report or information immediately
- Gained almost 540 billable hours or quality work hours per month

Cumulative Impact of MikeLegal



Future forward

For Lexport, the transition may have been step by step with hand-holding by MikeLegal's team at each step. But after almost a year of being on the platform, the results are astounding. For the Lexport team, the change towards Legal Tech may have been due to Covid, but now it has become part of their everyday essential. They are now looking to further invest in more products specifically for new associates and juniors so that they are adept in technology and become a support backbone for the firm, their clients, and cases.

It is to be noted, that Lexport reported that the comfort of connectivity and openness in communication, with team MikeLegal, made this transition smooth and also successful. They have found the MikeLegal staff to be patient and supportive throughout the process of change and found the co-founders Anshul Gupta and Tushar Bhargava to be always open to feedback and approachable directly.

> **We can just log on and research and time to think, plan and be creative in our approach for the client's case. Also, dependency on external staff and resources is reduced, which is instrumental in the new way of work in a post-Covid world. Since MikeTM Manager and MikeTM Watch, our drafting is much more substantial and research quality is top-notch**
>
> — Senior Associate At Lexport

Wow Moment! – Personal Anecdote

Who made this report?

This was the question counsels from Lexport were asked by the opposite party and the presiding judge when they presented a MikeLegal report in court in support of their argument.

The case required Lexport to prove that the mark in question is generic. Using MikeLegal's MikeTM Search, they were able to search for the mark in all 45 classes in one go. They got more than 9000 marks in the search result. The report automatically contained the Lexport branding and created all the right impressions it needed to on the opposite party and the judge. Not only did the extensive report prove their point, that the mark is generic in nature, but it worked in their favour and got the plaintiff to settle. As per Mrs. Raj Latha Kotni, partner at Lexport "This report made the whole difference in the case and affected the judgement and made the plaintiff realise that this was a generic mark."

A report this comprehensive without the use of MikeLegal's AI-powered products would perhaps have taken days or even weeks of a few associates to compile. But, for Lexport, it was just a matter of hours.