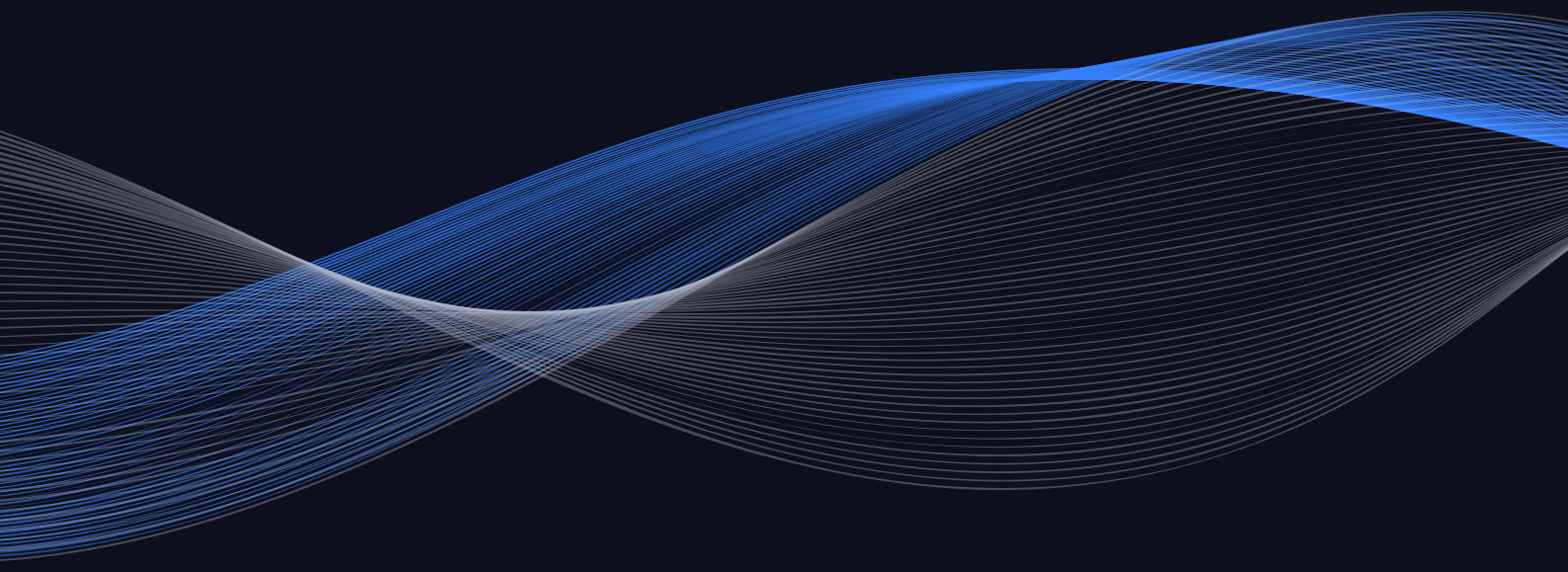
METTLE LEGAL

MikeLegal
Your AI powered Legal Associate

MikeLegal X Mettle Legal:

A Case Study On The Adoption And Impact Of MikeTM Search Tool In Trademark Search Automation In IP Law



Mike TM Search

Automation of Trademark Search

Overview

This case study examines the adoption and impact of the MikeTM Search tool in the trademark search and automation process of Mettle Legal, a boutique intellectual property (IP) law firm.

Mettle Legal offers dynamic and innovative legal solutions in the field of intellectual property and information technology laws. Mettle at its core is very experienced in handling intellectual property with all the required diligence and care. Partners of the firm are adept and competent to guide clients in filing and prosecution strategies worldwide; protect brands from counterfeiting and dilution; enforce rights against squatters and intransigent misusers; handling complex cross-border commercial transactions and takeover of portfolios; and resolution of disputes.

Personal involvement of partners in every matter ensures deft handling at every stage of execution. The Firm blends efficiency with total client-centricity and has strict processes backed by technology and software products to ensure timely precise advice and compliance. Partners of the Firm have been ranked consistently as recommended or leading lawyers in the field of IP by major publications such as WTR 1000, WIPR, Chambers Asia, Asia Law and Legal 500.

Head Office : Gurgaon, Haryana

Why Adopt Tech & Automation Solutions?

> *It is paradoxical that the legal industry despite being extremely dynamic tends to be seen as a conventional fraternity, which only operates on the intellect of associates and paralegals.*
>
> **— Rekha Yadav (Ms.), Partner At Mettle Legal**

However, the incorporation of artificial intelligence (AI) and technological advancements has started revolutionizing the legal sector, enabling increased efficiency and swiftness in various legal processes. Radical changes never come about easily in any realm and as the legal sector is encountering unprecedented technological challenges, it is also thriving on them. However, the industry is now encountering revolutionary changes which are facilitating the industry to be rather efficient and swift.

As Rekha Yadav (Ms.), Partner at Mettle would like to say - The pandemic certainly took the global economy by a fatal blow and fortunately technology was an immediate relief to assuage the inevitable and insurmountable damages. Therefore, we wholly concur with this theory and believe that the adoption of technology smoothened business operations around all industries, not merely the legal industry. Even though the human species is averse to change (categorically technological changes) since they are palpably daunting at first. However, as it is rightly said - desperate times call for desperate measures; the whole fraternity got acquainted and accustomed to operating remotely by means of work from home and determining sophisticated-technology-based solutions to troubleshoot regular obstructions. At the same time and importantly, the availability of a variety of software solutions in recent times offered by many Indian software professionals at a competitive price has encouraged the adoption of technology by most legal teams to stay relevant and effective.

In this aspect, the team at Mettle Legal acknowledges the importance of embracing technology to stay relevant and effective, particularly in research and trademark search activities. They have independently adopted MikeTM Search for their team in 2021, but have been users of the tool since before the inception of Mettle Legal when the team was in Cyril Amarchand Mangaldas. Since its inception, they pride itself in being equipped with sophisticated software solutions for timeline tracking and handling data.

Challenges in Traditional TM Search Methods

Mettle Legal's senior team highlighted that if they were to conduct TM searches manually, they would face several challenges that include:

- Prolonged real-time search result generation, resulting in time loss.
- Inability to conduct simultaneous TM searches
- Delayed updates in the search results compared to the registry's portal.

These challenges often hindered swifter deliveries and required considerable time and effort from the legal team.

MikeTM Search: Adoption & Adaptation

Mettle Legal chose to incorporate LegalTech solutions in 2021, recognizing the need to stay updated with contemporary developments and leverage technology to save time and enhance efficiency. The adoption of MikeTM Search, a well-researched and effective software tool, significantly impacted the trademark search process at Mettle Legal. The tool provides readily available search results, leading to substantial time savings in generating, preparing, and analyzing search results. Mettle Legal has been using MikeTM Search since before the inception of the firm, demonstrating their trust and confidence in the tool's capabilities.

According to Rekha Yadav (Ms.), Partner at Mettle - “Adoption of MikeLegal was a smooth transition due to extended support offered by the MikeLegal Team. We may mention that the commendable efforts rendered by the MikeLegal team including being available on call, arranging for meetings as and when required, made this an absolutely easy to adopt platform and seamlessly attend to our matters.”

MikeTM Search is now an integral part of their process, and widely used by the whole team on a regular basis.

The MikeTM Search Impact

Since adopting MikeTM Search, Mettle Legal has experienced the following impacts:

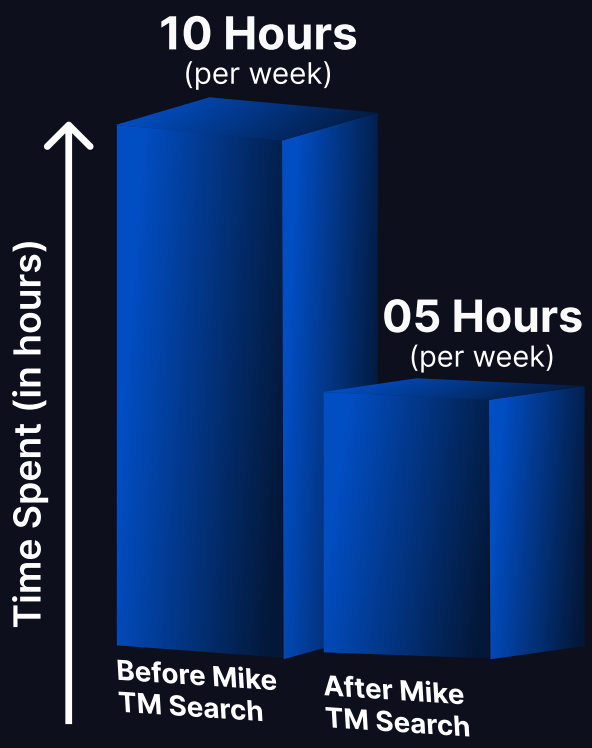
Number of hours spent:

The number of hours spent on trademark searches after adopting MikeTM Search has decreased by more than half. The tool enables efficient search result generation, allowing the team to provide quality advice without facing tight deadlines and unnecessary pressure.

Time spent on search before MikeTM Search:
10 hours per week (an estimated average per associate)

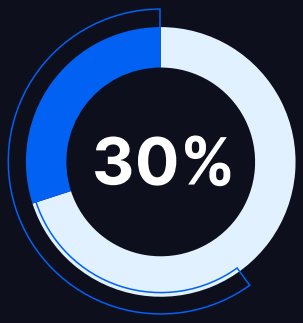
Time spent on search after MikeTM Search:
5 hours per week (an estimated average per associate)

There is a 50% reduction in the time spent on TM search using MikeTM Search as compared to doing this manually.

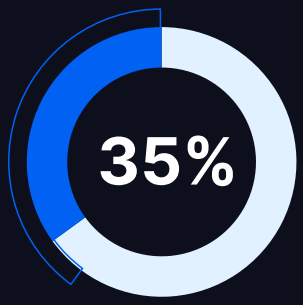


Costs optimization and increased resource availability:

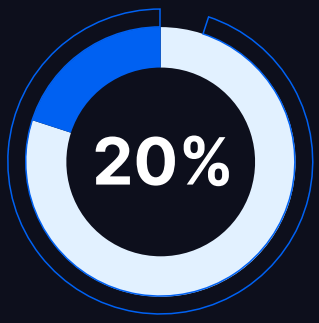
The adoption of MikeTM Search has optimized costs while increasing resource availability. The tool's efficiency enables the team to conduct multiple searches in a day, providing a competitive advantage.



Average Improvement in Efficiency (Overall)



Improvement in mandate turnaround time



Increased availability of billable hours

The adoption of MikeTM Search has optimized costs while increasing resource availability. The tool's efficiency enables the team to conduct multiple searches in a day, providing a competitive advantage.

Paving The Way For A More Efficient Way IP Lawyers Work

The incorporation of MikeTM Search and other LegalTech tools has paved the way for a more efficient working environment for IP lawyers at Mettle Legal. The tool's features, for instance, generating search results in two formats, i.e., Excel and PDF along with the possibility to sort the generated results in multiple ways, contribute largely to enhanced efficiency of the team and cater to client's needs more effectively. Additionally, the ability to conduct proprietor searches has been a significant advantage, reducing the time spent on extensive research.

Conclusion

The adoption of the MikeTM Search tool by Mettle Legal has had a transformative impact on the firm's trademark search and automation process. The tool's efficiency, readily available search results, and user-friendly features have significantly reduced the time and effort required for trademark searches.

Mettle Legal has witnessed cost optimization, increased resource availability, and improved client service capabilities as a result of incorporating this technology. The successful adoption of MikeTM Search demonstrates Mettle Legal's commitment to embracing technological advancements to deliver dynamic and innovative legal solutions in the field of intellectual property.

> *The feature of generating results in both Excel and PDF format in one click and allowing sorting of the search results into numerous ways is definitely a big advantage leading to efficiency doing away with the worry of catering to client's needs to see reports in different ways. Other than trademark searches, the ability to conduct proprietor searches has been a big advantage adding to the effectiveness of advice to clients without having to spend enormous hours.*
>
> **— Ms. Vani Tyagi, Associate At Mettle Legal**