MikeLegal

Your AI powered Legal Associate

MikeTM Watch

Case Study

with
Chadha and Chadha
IP Attorneys

MikeLegal
Your AI powered Legal Associate

Chadha and Chadha, IP Attorneys

Founded: 1967

Location: **India** (with offices in New Delhi, Mumbai, Gurgaon, Pune, Cochin, Hyderabad, Bangalore, Chennai, Kolkata and Ahmedabad)

Staff: 120

Practice: Intellectual Property

Among the early adopters of MikeTM Watch, Chadha and Chadha is one of the most reputed Intellectually property law firms in India maintaining its international presence through memberships and associations with varied group of organizations such as the International Trademark Association (INTA), the International Federation of Intellectual Property Attorneys (FICPI), the International Association for the Protection of Intellectual Property (AIPPI) and the American Intellectual Property Law Association (AIPLA) and others, to name a few. The firm's clientele comprises a mix of Fortune 500 companies, multinational corporations and universities from around the globe and

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The Process

For years, attorneys at Chadha and Chadha have diligently spent over 13 hours a week conducting trademark searches through the website of the Indian Trademark Registry (**"IPO"**), where they are forced to embark on a strenuous journey of manually searching for trademarks, similar marks and trademark proprietors within each of the **different 45 classes**, come up with possible permutations and combinations that may constitute a "similar mark" and spend hours generating corresponding reports for each such mark.

> **Infringement analysis is an extremely important task for brand owners as it allows them to ensure no similar or identical marks gets registered. Any missed infringement may lead to loss of goodwill and brand dilution resulting in financial loss."**
>
> – Tushar Bhargava, Co-Founder, MikeLegal

Brand Owner 1 – Infringer 0

Using the advanced algorithms created by MikeLegal for MikeTM Watch, weekly trademark journal analysis is made extremely easy. Within few hours of publication of the journal automated analysis across all 45 classes is sent to the clients where potential infringements are identified on the basis of a various categories (customizable by the user/attorney) for instance: phonetically similar, character variation and containing the same word.

The key advantage of MikeTM Watch is that it automatically performs analysis and arranges similar and identical marks on top which allows attorneys to take instant action against such marks published in the journal. This is in stark contrast of the current practices of attorneys, manually thinking of possible permutations and using the CTRL+F function to identify potentially similar marks. Further, MikeTM Watch helps attorneys sort the data provided in the trademark journal published by the IPO. Its cutting-edge technology provides not just access to the entire trademark journal but also an ability to filter the same using multiple filters such as class, proprietor and trademark type to name a few. For instance, using the filter "proprietor", attorneys can go through all the marks of a particular client. Similarly, using the filter "same class infringements" allows attorneys to analyze high opposition worthy infringements instantly.

In terms of customization, ability to exclude descriptive words and irrelevant classes allows attorneys to only analyse the targeted results saving a lot of their time. Moreover, by applying various filters to the trademark journal attorneys can check specifically for type of trademarks such as device marks and colour marks. These features help attorney save a lot of their time and efforts as they are able to customize the types of infringements they want to see.

We love that we can easily customize the results as per our specific requirements with the help of MIkeTM Watch, this helps us not only to save time and resources but also to deliver an error free end-product to our clients"

-Ms. Sonal Madan, Partner, Chadha and Chadha

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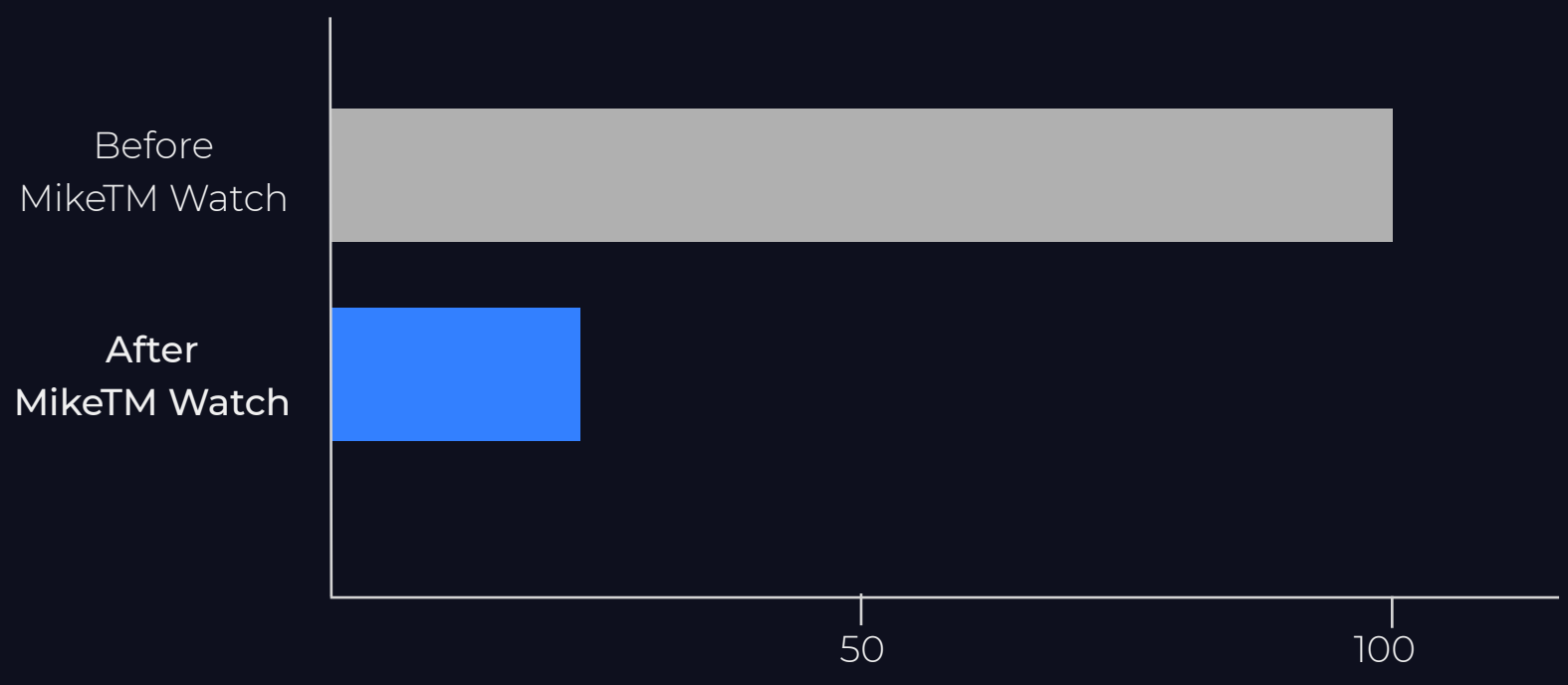
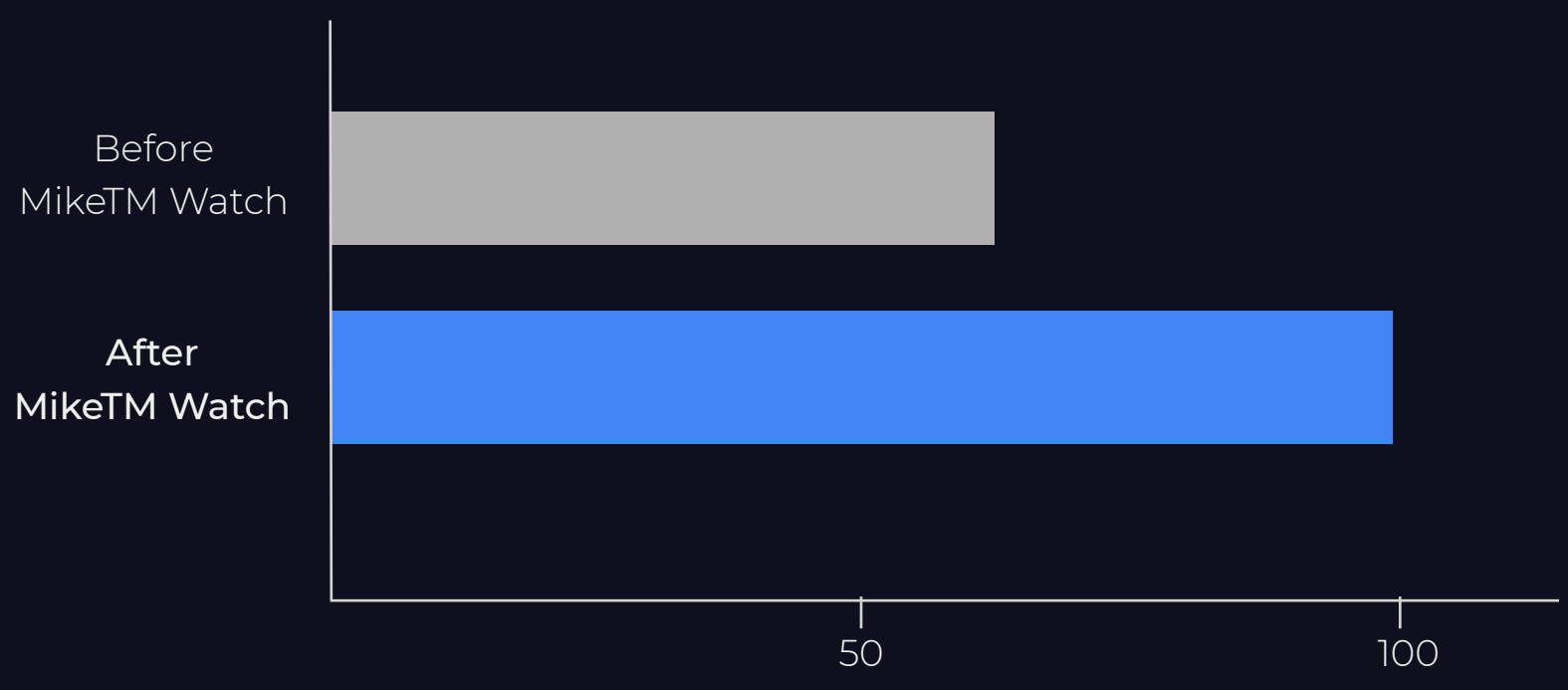
Easy Reporting

Ordinarily, after attorneys spend hours analysing the trademark journal published by the IPO, they are required to generate reports for each of their clients respectively, containing a detailed review of their overall analysis. The analysis is customizable through the dashboard available to the attorneys while using the MikeTM Watch interface and allow the attorneys to critically analyze a variety of data points for each and every mark within the portfolio. Further, MikeTM Watch helps attorneys to generate customized reports in just a few seconds which can also be shared easily with their clients from the dashboard.





The automated analysis and generation of corresponding reports using MikeTM Watch not only saves time but also provides for a more comprehensive and accurate analysis. **This reduces the chances of missing out on any possible infringements by 80% and increases identification of possible infringements by 50%**, saving attorneys valuable time and directly impacting their revenues and customer satisfaction levels.