RSR LEGAL ADVOCATES

MikeLegal
Your AI powered Legal Associate

A Case Study: MikeTM Search X RSR Legal

How MikeTM Search Helped RSR Legal Reduce Time Spent On Public Search From 8 Hours To 2 Hours

MikeTM Search

Summary & Key Findings

Firm Name: RSR Legal, Advocates **Location:** New Delhi **User Since:** October 2017

Coming from a background of traditionally operative law firms which managed their work and processes with a lot of manual intervention, there was always a thought that there has to be a better or easier way to do this. Especially back in 2017 when LegalTech was a novel concept in India, when RSR Legal was founded, it was started with a vision that if any aspect of our work or process can be made simplified or more efficient using tech, it should be adopted at the inception stages itself so the foundation of workflows already has tech integration.



MikeTM Search has significantly enhanced chances of securing more mandates.



Tech may not save the number of employees, but it does save time.



Tech helps fill in a lot of the gaps, automates many manual process, and most of all saves time and gives more bandwidth to focus on results, analysis & efficient management.



Technology significantly reduces the time spent on manual processes, and gives bandwidth to focus more on analysis and formulating legal opinions.



MikeTM Search gives integration of AI-generated basic analysis in search results and the capability for more comprehensive searches beyond just trademarks.



The benefits of ease of access, reduced paperwork, and faster turnaround times have driven RSR Legal’s commitment to LegalTech from the firm's inception.



The software is user-friendly.

Impact of MikeTM Search

8 hours
Public TM Search done manually

2 hours
Public TM Search with MikeTM Search

MikeTM Search to conduct public TM search has reduced man hours.

Technology is opening up new avenues, enabling remote and collaborative work that was previously unimaginable.

It's not just a financial investment; it's an affordable solution that makes LegalTech accessible, regardless of a firm's budget.

The solutions are continually improving, and the service is impeccable. MikeLegal delivers true value, consistently exceeding estimated ROI. It's a solution perfectly tailored for the Indian legal market.

"MikeLegal has transformed how we work. It's not just a financial investment; it's an affordable solution that makes LegalTech accessible, regardless of a firm's budget. Unlike many other tools, it's not a half-baked software. The solutions are continually improving, and the service is impeccable. MikeLegal delivers true value, consistently exceeding our estimated ROI. It's a solution perfectly tailored for the Indian legal market."



— Rohan Rohatgi, Founding Partner,
RSR Legal, Advocates

Location: New Delhi **User Since:** October 2017

Introduction

RSR Legal is a prominent law firm based in New Delhi, established in 2017 by Rohan Rohatgi and Subhangani Rohatgi. The firm specializes in niche areas of law, including Intellectual Property, Media & Entertainment, Technology, Sports Law, E-Commerce & Privacy/Data Protection, Corporate & Commercial Laws, as well as general litigation.

RSR Legal caters to a diverse clientele, ranging from start-ups to multinational corporations. The firm excels in handling all aspects of Intellectual Property, including prosecution, litigation, enforcement, and arbitration related to trademarks, copyrights, patents, and designs. Additionally, the firm offers primary services in sports law and commercial law, further enhancing its comprehensive legal portfolio. Since its inception, they till date cater to over 150+ clientele across various industries & domains.

Introducing Tech Since Inception

Coming from a background of traditionally operative law firms which managed their work and processes with a lot of manual intervention, there was always a thought that there has to be a better or easier way to do this. Especially back in 2017 when LegalTech was a novel concept in India, when RSR Legal was founded, it was started with a vision that if any aspect of our work or process can be made simplified or more efficient using tech, it should be adopted at the inception stages itself so the foundation of workflows already has tech integration.

> Tech may not save you on the number of employees, but it does save you time. Starting out with a new firm on your own, there is also a limitation on the number of resources you can hire. So, tech helps fill in a lot of the gaps, automates many manual process, and most of all saves time and gives me more bandwidth to focus on results, analysis & efficient management.



— Rohan Rohatgi, Founding Partner,
RSR Legal, Advocates

One can even see the change while at court, the widespread use of tablets and laptops by judges and counsels, along with the shift towards paperless operations, underscores the transformative impact of technology. This shift is a clear indication that technological change is firmly taking root. In our field, characterized by extensive travel and numerous mandates across the country, technology enables lawyers to access files and data on the move. Regardless of location or access to physical files and supporting documents, all necessary information is now readily available on our devices, no matter where we are working from globally.

The benefits of ease of access, reduced paperwork, and faster turnaround times have driven RSR Legal's commitment to LegalTech from the firm's inception. Technology significantly reduces the time spent on manual processes, allowing us to focus more on analysis and formulating legal opinions. This efficient tabulation of results enhances our overall productivity and service delivery.

Adoption & Adaptation Of Tech-powered Work Flows

According to Rohan Rohatgi, there has been no backlash or resistance in the adoption of technology, software, or automation processes at RSR Legal. He attributes this to two main factors:

1. The team predominantly consists of recent law school graduates who are tech-savvy and enthusiastic about adopting technology. This generation is keen on leveraging technology to improve workflows, processes, and outcomes.
2. Technology has always been integrated into the firm's processes, eliminating any disruption or 'change' in the way work is conducted.

Overall, the team at RSR Legal has encountered no hurdles or resistance in adopting technology. Once team members receive basic training on the software, they gain confidence and incorporate it into their daily work routine.

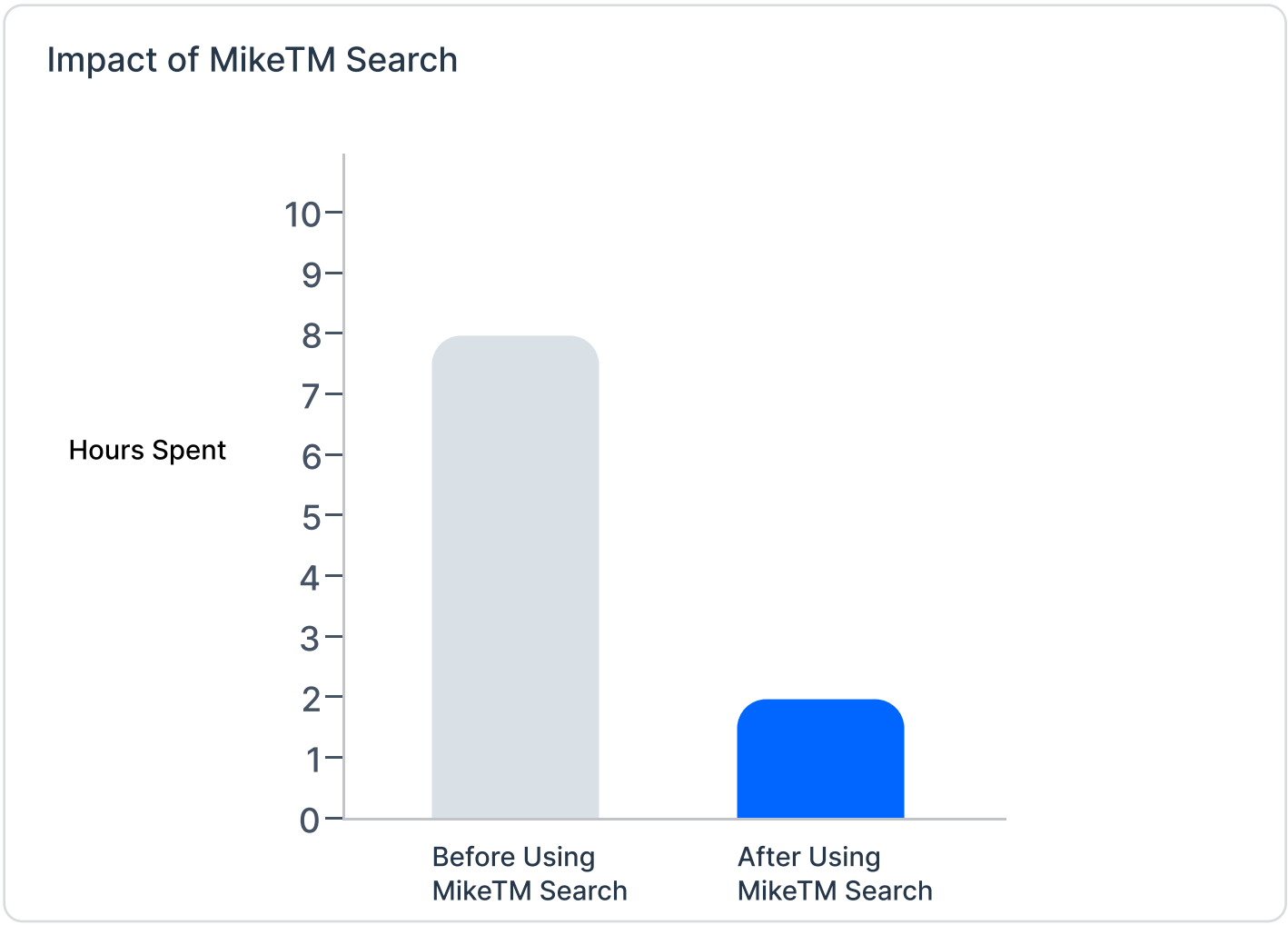
With the introduction of MikeTM Search, it is now possible to conduct a multi-class search with all these parameters simultaneously, consolidating the results into a single Excel sheet. This advancement significantly reduces the man-hours required for such tasks and simplifies the whole process with enhanced accuracy and more comprehensive results. As per the team at RSR Legal, to the best of our knowledge, a tool with these capabilities of MikeTM Watch does not exist anywhere in the Indian market.

A key aspect of successful tech adoption is ensuring that the software is user-friendly. In the firm's initial years, the founding partners used the software firsthand, observing its evolution towards greater accuracy and efficiency. When the team expanded, a clear expectation was set to use technology as an integral part of their work process. The team's support, following the lead set by the founding partners and recognizing the tangible benefits of using software and automation, has been crucial in this seamless adoption.

The Impact of Automated Process V. Manual Process

The most significant impact that RSR Legal has reported since adoption of MikeTM Search to conduct public TM search is the reduced man hours.

The other noticeable impact reported by them is the Costs & overheads saved each month or per mandate.



> Many a time, MikeTM Search gives surprising results which even the IP India website don't throw up or even anticipate. The permutation and combinations are all searched for automatically and we don't need to really do this separately as in a manual search. So it makes the whole process so much more easier & faster.



— Rohan Rohatgi, Founding Partner,
RSR Legal, Advocates

The Next Step In AI Powered Public Trademark Search

"The integration of AI-generated basic analysis in search results and the capability for more comprehensive searches beyond just trade marks provides invaluable information for both our firm and our clients, significantly enhancing our chances of securing more mandates." – Rohan Rohatgi, Founding Partner, RSR Legal.

The Indian legal industry encompasses multiple generations, each with varying degrees of openness to technology. While some are tech-friendly, others may be hesitant to fully embrace automation, leading to delays in adopting new workflows and processes. This generational divide creates a "new vs. old" dynamic. However, there is a noticeable shift in attitudes towards technology adoption. The question is no longer whether we need technology, but which software to use. MikeLegal is at the forefront of this transformation, with most IP lawyers in India now utilizing its IP solutions.

Although changing traditional work methods is challenging, there are no significant hurdles to adopting technology. Basic levels of LegalTech adoption are already evident, as seen with the widespread use of the e-courts application among lawyers. Additionally, the current Chief Justice of India's pro-technology stance, exemplified by the Supreme Court's website offering translations of judgments into vernacular languages, signals a broader shift. This change is permeating through courts, law firms, in-house legal teams, and even independent practitioners.

Technology is opening up new avenues, enabling remote and collaborative work that was previously unimaginable. Increasingly, lawyers are pursuing LegalTech and technology courses post their law degrees, reflecting this trend.

Five years ago, the landscape was entirely different. Today, the legal industry is embracing technology, and the future holds even greater promise for innovation and efficiency.