RSR LEGAL ADVOCATES

MikeLegal
Your AI powered Legal Associate

A Case Study: MikeTM Watch X RSR Legal

Discover How RSR Legal Filed 40% More Litigations & Over 150+ Trademark Oppositions

MikeTM Watch

Summary & Key Findings

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

RSR Legal, a New Delhi-based law firm founded by Rohan Rohatgi and Shubhangini Rohatgi in 2017, offers specialized legal services in several niche areas. These areas include Intellectual Property, Media & Entertainment, Technology, Sports, E-Commerce & Privacy/Data Protection, Corporate & Commercial Laws, and general litigation.



As per Rohan Rohatgi (Founding Partner at RSR Legal) The conversation has changed from – do we need tech? to which tech or product should we invest in? The change is here, and tech-based automation for legal processes are here to stay.



In traditional setups paralegals manually scan through 15-20,000 page journals to look for infringements to their client's marks. This is not only time-consuming but has a high probability of things being missed.



This is deemed as a major health hazard. For anyone to be looking into a screen for hours and hours every day not only leads to burn-out and exhaustion in the team members doing this work each day, but it also impacts physical health. Additionally, redundancy can often lead to low productivity and impact mental well-being and interest at work which impacts outcomes.



Currently, Journal watch needs a lot of manual hours and intervention. One needs to look for different permutations and combinations, including phonetic matches of the trademark in each class individually every week in the journal. This means that a multi-class analysis to capture infringements with all these variations can be time & labour-intensive. Plus, one needs to invest additional time to analyse those results.



MikeTM Watch, allows IP lawyers to consolidate all possible infringements after automated journal analysis with all above parameters into a single Excel sheet.

MikeTM Watch significantly reduces the man-hours required for such tasks and simplifies the whole process with enhanced accuracy and more comprehensive results.

According to team RSR Legal, a tool with capabilities of MikeTM Watch does not exist anywhere in the Indian market.

With MikeTM Watch clients are amazed by the fact that the firm offers infringement watch as a service. The service extends to tracking not only the TM name but to added keywords related to the registered mark, as well as graphical representations /logos.

Impact of **MikeTM Watch**

150+

Oppositions

In the time period 2017-2024, since the implementation of MikeTM Watch.

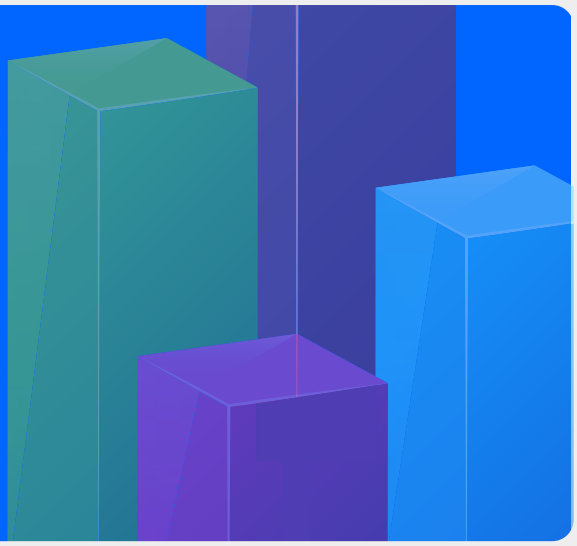
MikeTM Watch is helping gain more business, in terms of litigations filed. Because the team gets to know of marks that may be used in the market, and subsequently investigate and then file opposition or infringement suits.

They leverage MikeTM Watch's capability to display 100 pages of the journal on a single page. This allows the team to review just 8-9 pages instead of the entire journal. This enhanced capability has significantly contributed to the growth of their practice, effectively managing workload with the current team size.

MikeTM Watch has enabled RSR Legal to optimize their resources and expenses while consistently expanding their client base and workload. The unique offerings in trademark-related services and brand protection have earned the trust and loyalty of their clients, resulting in increased referrals and enhancing their market value and brand reputation within the legal community.

30-40%

RSR Legal has seen a 30-40% growth in both litigation and opposition filings since adoption of MikeTM Watch for automated journal analysis.



The firm no longer misses out on windows of opportunities as automated reports help find any infringements which otherwise takes months to do manually.

Consistent feedback solicitation and subsequent implementation of that feedback is a major distinguisher for MikeLegal. The software's regular upgrades have been crucial factors in continuing with them for service.

They chose to discontinue other software solutions due to a lack of service and also stagnation and no technological upgrades or new feature enhancements.

The team at RSR Legal views MikeTM Lens as the future of infringement detection technology.

"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, a New Delhi-based law firm founded by Rohan Rohatgi and Shubhangini Rohatgi in 2017, offers specialized legal services in several niche areas. These areas include Intellectual Property, Media & Entertainment, Technology, Sports, E-Commerce & Privacy/Data Protection, Corporate & Commercial Laws, and general litigation.

The firm serves a wide range of clients, from start-ups to multinational corporations, providing expert handling of all aspects of Intellectual Property. This includes prosecution, litigation, enforcement, and arbitration concerning trade marks, copyrights, patents, and designs. In addition, RSR Legal offers extensive services in sports law and commercial law, amongst other areas of expertise. Since its inception, they till date cater to over 150+ clientele across various industries & domains.

Integrating Tech In Workflows From Day 1

Originating from a background of traditionally operated law firms that relied heavily on manual processes, there was a persistent belief in the necessity of a more efficient approach. In 2017, when LegalTech was still an emerging concept in India, RSR Legal was established with a forward-thinking vision. The founders aimed to integrate technology into the firm's workflows from the outset, ensuring that any aspect of work or processes that could be simplified or made more efficient through technological means would be adopted at the foundational stages. This strategic decision was intended to embed tech integration into the very core of the firm's operations.

> Five years ago, the conversations in the legal world in India about tech were very different from today. Investing in tech meant the firm had the resources to invest. But that's not the case anymore as the conversation has changed from – do we need tech? to which tech or product should we invest in? The change is here, and tech-based automations for legal processes are here to stay.



— Rohan Rohatgi, Founding Partner,
RSR Legal, Advocates

Rohan Rohatgi (Founding Partner at RSR Legal) believes that the steps taken back then at the time of inception itself, is what is bearing fruits now. The internal firm processes are more efficient, and accurate, require less back and forth, and client servicing is totally what one would call 'on point'.

From Manual Processes To Automation: The Impact of AI-Powered Legal Technology On Capturing Infringements & Journal Analysis

Having worked in traditional firms, during the pre-covid time Rohan Rohatgi observed that they all had paralegals looking into journals to manually look for any infringements to the client's marks. "These journals are 15,000 to 20,000 pages and you had individuals just going through them day in, day out. Not only was this a time consuming activity, but there was always the probability of things being missed."

He also suggests this as a major health hazard. "For anyone to be looking into a screen for hours and hours every day, can take a toll. It not only leads to burn-out and exhaustion in the team members doing this work each day, but it also impacts physical health. Additionally, redundancy can often lead to low productivity and impact mental well-being and interest at work which impacts productivity and outcomes."

A major reason to switch to automation was the time saved. Using MikeTM Watch, one can get the report of the entire journal analysis for the one released on Monday each week maximum by Tuesday, i.e. the next day itself. Usually, when firms do this manually, this exercise can take months, plus need dedicated resources.

Currently, performing an infringement check for a client's mark in the trademark journal published every Monday necessitates a lot of manual hours and intervention. One needs to look for different permutations and combinations, including phonetic matches of the trademark in each class individually. This means that a multi-class analysis with all these variations can be time & labour-intensive. Plus, one needs to invest additional time to analyse those results.

One of the primary reasons for the team at RSR Legal to continue using MikeLegal for so many years has been the consistent feedback solicitation and subsequent implementation of that feedback. The software's regular upgrades have been crucial, as many other software solutions they have used were discontinued primarily due to a lack of service and also stagnation and no technological upgrades or new feature enhancements. In service-based sectors, it is essential to address clients' needs; failure to do so inevitably leads them to seek alternatives.

Another distinguishing factor for Rohan Rohatgi personally has been the direct accessibility of the co-founders. To date, despite the long-term relationship they still consistently reach out, engage in discussions, and strive to understand market problems, subsequently seeking appropriate solutions. This proactive approach distinguishes MikeLegal apart from the others in the industry.

Benefits to the Firm

As per RSR Legal, clients always assumed that the work of the firm is to just file applications, and be done with it. Maximum they would follow-up or reply to any appeals or oppositions they are notified of. But, with MikeTM Watch their clients are amazed by the fact that the firm offers infringement watch as a service. The service extends to tracking not only the TM name but to added keywords related to the registered mark, as well as graphical representations / logos.

They have been effectively been able to help our clients protect their brand from infringements and stop them.

“It's not just oppositions that the software is helping you out with. It's also helping you out with litigations. Because you get to know of marks that may be used in the market, and subsequently investigate and then file the suits. So yes, MikeTM Watch has helped us develop more business over the years too.” – Rohan Rohatgi, Founding Partner, RSR Legal.

In 7 years we have filed over 150+ oppositions

As per the team at RSR Legal, these numbers are just estimates which are growing every year as the software is also improving and constantly updating with enhanced capabilities. Also, as their understanding of using the software improves the more they use it in day-to-day work, its results have also improved.

ROI, Growth in Business & Profits

The team at RSR Legal utilizes MikeTM Watch by first reviewing the automatically generated reports. Instead of examining the journal page by page, they leverage MikeTM Watch's capability to display 100 pages of the journal on a single page. This allows the team to review just 8-9 pages instead of the entire journal. This enhanced capability has significantly contributed to the growth of their practice, effectively managing workload with the current team size.

Since they adopted MikeTM Watch, they are able to effectively keep watch on the marks and infringements being filed. Because of this updated information they get each week in the reports, they are able to file oppositions, rectifications and litigations.

30-40% Growth
RSR Legal has seen a 30-40% growth in both litigation and opposition filings since adoption of MikeTM Watch for automated journal analysis.

> Now we don't miss out on windows of opportunities as we can generate reports and find any infringements which otherwise would take months to do manually.



— Rohan Rohatgi, Founding Partner,
RSR Legal, Advocates

The Future Of Infringement Analysis

It is an exciting future ahead for IP lawyers and litigators in India, and for all brand protection evangelists. With capabilities offered by software like MIkeTM Watch, there are limitless opportunities to grow your practice, and service and protect your clients better and more proactively and stay ahead of any infringement or potential IP issues related to your client's portfolios. In today's day and age, it is not only about the services a firm can offer but also about proactiveness, client servicing capabilities and enhanced technological edge that sets a firm or practice apart from its competitors.

Utilizing the robust capabilities of MikeTM Watch has enabled RSR Legal to optimize their resources and expenses while consistently expanding their client base and workload. The unique offerings in trade mark-related services and brand protection have earned the trust and loyalty of their clients, resulting in increased referrals and enhancing their market value and brand reputation within the legal community.

The team at RSR Legal views MikeTM Lens as the future of infringement detection technology. The recently introduced image recognition technology is particularly exciting, significantly enhancing their capabilities. MikeLegal comprehensively covers all major aspects of trademark watch, positioning RSR Legal at the forefront of technological advancements in the field.