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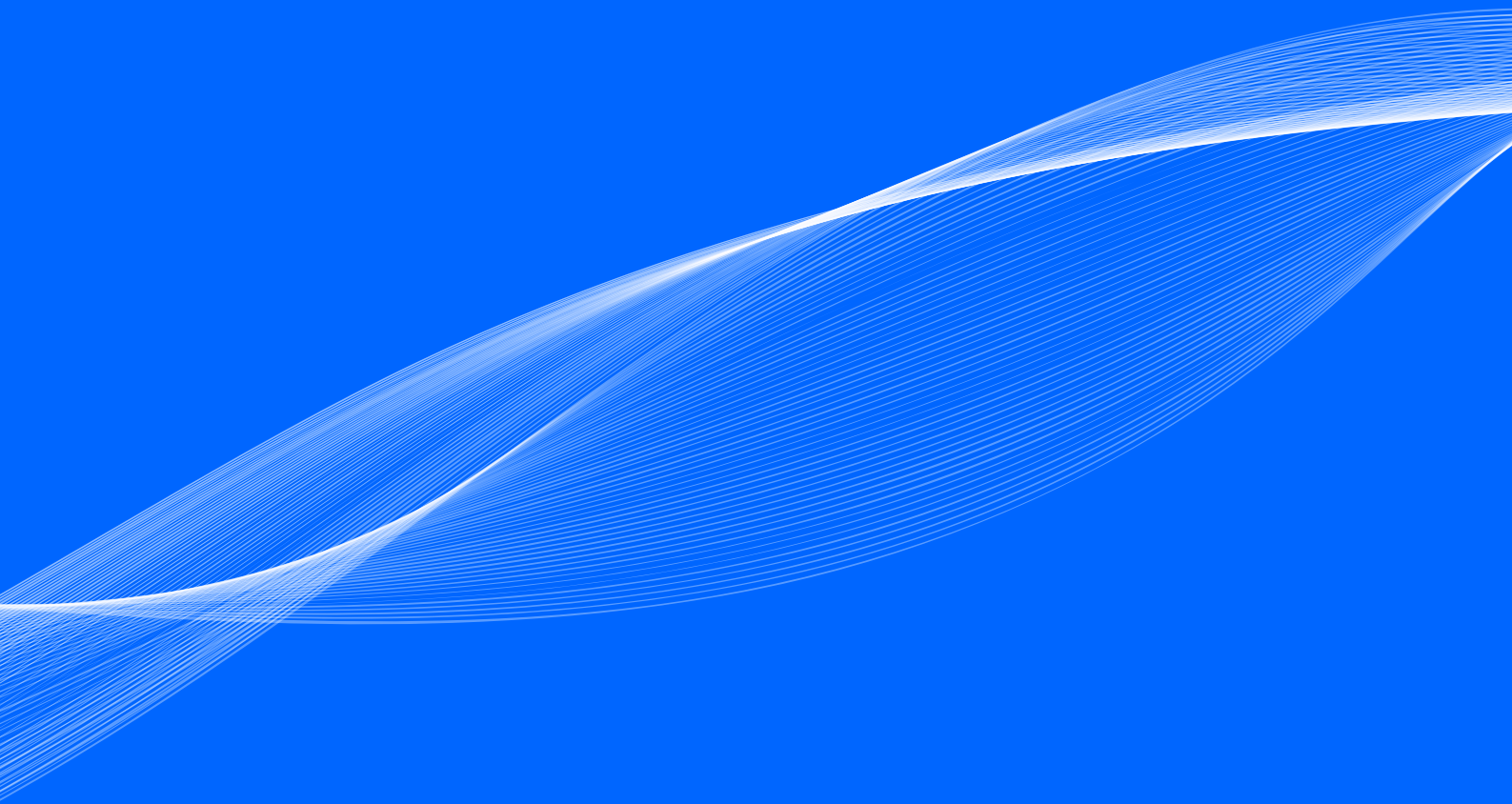
A Case Study: MikeTM Manager X Stratjuris Law Partners

A Case Study On The Impact Of End-To-End IP Portfolio Automation With MikeTM Manager



MikeTM Manager

Location: Pune **Team Size:** 08 **User Since:** 2020

Embracing LegalTech In A Time Of Change

In the Indian legal landscape, the COVID-19 pandemic served as a pivotal moment, accelerating the adoption of legal technology and automation tools. According to Aishwarya Kalbhor, a (Senior Trademark Associate) at Stratjuris Law Partners, "Yes, it was a catalyst, but it was an inevitable change. If not then, it would have eventually entered the Indian market within an year or two."

Limited resources, shortage of talent, the shift to remote work necessitated accessibility and efficiency, making tools like MikeTM Manager indispensable. Aishwarya further emphasizes that beyond the pandemic's impact, India's trajectory towards a technology-driven future and the industry's need for competitiveness are propelling factors. "Those who have adopted tech will move ahead," she notes, stressing the importance of embracing automation for survival in an evolving landscape.

Adaptability & Adoption

Stratjuris Law Partners has charted a course where legal technology is seamlessly woven into the fabric of their operations. the managing partners, principal associates, associates, senior associates, or even interns everyone is given access to tools like MikeTM Manager. What's noteworthy is how effortlessly these tools have been embraced by the team.

According to the team at Stratjuris Law Partners, adoption has been a breeze at every level. The main reason? Need of the hour combined with access to a tool that has user-friendly interfaces and robust support from MikeLegal for initial training. With such intuitive tools at their disposal, navigating the complexities of managing thousands of trademark applications, status updates and notifications has been akin

to sailing on calm waters. Which is a 360-degree turnaround from having dedicated time slots each day or even sometimes resources just to manage multiple Excel sheets for every update to be done manually.

Moreover, the team highlights the self-explanatory nature of the technology. As they delved deeper into its functionalities, they found themselves becoming more adept with each use. Now, receiving automated updates on applications or notifications on TM applications using MikeTM Manager has become second nature, an integral part of their workflow that enhances efficiency and ensures that nothing is ever missed, even when the registry misses sending out the update. In the realm of legal tech, Stratjuris Law Partners has led its team smoothly towards automation.

Changing The Way Of Work

Everyone working in the IP field in India is aware of how unreliable the registry website can be. Especially when it comes to notifying of any updates about the status of applications, any hearings or other notifications, one cannot depend on email notifications to be sent by the registry. This is where MikeTM Manager has become an integral part of the whole IP portfolio management process. The manager dashboard gives the team all updates with respect to a particular trademark or even opposed marks. They have now effectively managed their entire TM portfolio database through MikeTM Manager and receiving updates about changes in statuses, new documents getting uploaded and deadlines among other things.

As per the team, the dashboard is thorough in capturing any and every detail related to an application or a mark, and there is little to no scope for missing any important notification. This efficiency gain due to automation and syncing helps the entire team at Stratjuris Law Partners stay on top of their mandates, and never miss any deadlines.

> Recently the trademark registry has been working on and off and not, and many a time we have missed critical updates with respect to the examination reports or the hearing dates. But thanks to MikeTM Manager, we are not completely reliant on the registry updates and manage to meet all deadlines and stay two steps ahead in our planning for replies, and next steps for any application.



— Aishwarya Kalbhor, Senior Trademark Associate, Stratjuris Law Partners

Tangible Impact & Feature Highlights

For Stratjuris Law Partners , the implementation of MikeTM Manager at the firm has proven to be invaluable in ensuring the timely identification and management of deadlines associated with trademarks and intellectual property matters. Recognizing the critical importance of adhering to deadlines in TM portfolio management, the tool emphasizes how seamlessly the software has ironed out the process into a smooth one with one dashboard only.

With MikeTM Manager, the firm can efficiently track and stay updated on deadlines, minimizing the risk of missing crucial dates. This capability is particularly vital in the realm of trademark and IP law, where compliance with deadlines is paramount. By providing timely alerts and reminders, the software enables the team to effectively prioritize tasks and ensure timely submissions, ultimately enhancing overall efficiency and compliance efforts. In essence, MikeTM Manager has emerged as an indispensable tool in the firm's arsenal, empowering them to navigate the complexities of trademark and IP management with precision and confidence.

Tangible Impact & Feature Highlights

Real-time notifications & updates from the registry on all applications in the portfolio

Minimises risk of missing deadlines or critical updates

Greater work-time efficiency

Greater billing opportunities

No dedicated resources needed

0 learning curve to manage the dashboard