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A Case Study: MikeTM Search X Stratjuris Law Partners

A Case Study On The Adoption & Impact Of Automated Trademark Public Search With MikeTM Search

MikeTM Search

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

Transition To Tech

Aishwarya Kalbhor, Senior Trademark Associate at Stratjuris states - “In 2020 with the legal world switching over to an online mode we needed accessibility - access to databases and more efficient management systems no matter where we were.

At that juncture getting into automation or getting something like MikeTM Search made things handy. Especially when you are working remotely, it helps you and the team a lot. Moreover, it helped us to be consistent, no matter where we were working from.”

Further adding to the point above, Aishwarya also felt that the leap towards adoption automation was driven only because of the pandemic. But it was also pivoted by the fact that India is slowly and steadily becoming a technology-driven country. “And if we do not consider the pandemic, if not in 2020, then the introduction of automation and tech in the legal world would have been in 2021 or 2022 because eventually, we have to get at par with our global counterparts.

But more than covid it was the need of the hour. The entire industry is at the crossroads of change, wherein those who have adopted tech will move ahead of the others. It’s like comparing this to the adoption of the first computers back in the 80s and later centralised research databases like Manupatra. This is a change the industry wants and should be a part of if they want to survive in the future.”

Adaptability & Adoption

At Stratjuris, the automations are introduced at every level. Whoever is a part of the team - the managing associates, the associates, the senior associates, everybody has full access to technology & MikeTM Search. But a lot of the adoption depends upon the usage of the product. Each team member would use the product as per the needs of the mandates they are working on.

Adoption was not a hurdle at any level or profile, as per the Stratjuris team. The constant support from MikeLegal for training, and the user-friendly interface were very self-explanatory. The team also highlighted the fact that the more they used the tool, the more adept they became, and it is now an instrumental way of conducting trademark searches.

The New Way Of Work

> Of course when there was no automation, there have been many difficulties because everything used to happen manually. But automation has changed this totally. Things are faster, and much more efficient.



— Aishwarya Kalbhor, Senior Trademark Associate, Stratjuris Law Partners

As Aishwarya explained, “before MikeTM Search they were using public search where the search results they got were very targeted, and not broad. This often raised queries like this – is this the correct thing or not?”

So AI-powered automation has actually helped them to conduct broader searches, in a doubt-free manner. This is especially helpful when they pick up one word for a proprietor search or one word in one class, they expect to get all kinds of results. Also, they get results that can be relied on, that too in the quickest possible manner. It is impossible to conduct searches like these manually. And of course, time saving is a big bonus. If somebody asks for a quick search, it can be done instantaneously. To further attest to this, the tool enables them to service clients better, even on calls. “If there is a client call, and we need a quick search, it’s all possible to do, that too side by side.”

Tangible Impact & Feature Highlights

In 2022 and 2023, we all noticed that the trademark registry has been working on and off, and was not very accessible at all times. This has hindered work in many aspects for IP lawyers in India. It specifically limited the number of hours IP lawyers had to conduct public searches. This is where MikeTM Search has been a lifesaver. With this tool, the team at Stratjuris had access to the registry 24x7, 365 days a year.

Another unique benefit has been the proprietor search & search by application number. With MikeTM Search as part of their toolkit, lawyer at Stratjuris were able to draft for clients as per their timelines, and not by the schedules of the registry. And even whenever any urgent information from the online status page was needed, MikeTM Search has always been an asset addition.

As per the team at Stratjuris, “the filters and the number of filters given in the MikeTM Search dashboard help reduce our search if there are particular proprietors, which we don't want to include, and so on. Filters have helped us to get targeted search results with the option to broaden the scope if and when needed. This kind of flexibility not only helps us research better, but improves the quality of research, drafting and service clients better.”

- Accessibility to registry 24x7, 365 days
- No downtime
- Filtered results
- Option to search by proprietor name & application number
- Greater work-time efficiency
- Better quality of research

Tangible Impact & Feature Highlights

Improved client servicing

Enables multi-tasking

Improved drafting & shorter mandate turnaround times

Accessibility to registry 24x7, 365 days

No downtime

Filtered results

Option to search by proprietor name & application number

Greater work-time efficiency

Better quality of research