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Your AI powered Legal Associate

A Case Study: MikeTM Watch X Stratjuris Law Partners

A Case Study On The Impact Of Automated Journal Analysis For Capturing TM Infringements With MikeTM Watch

MikeTM Watch

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

Time For A Technological Step Forward

It is often thought, the pandemic was what caused the paradigm shift and openness to adoption of legal-technology and automation tools. “Yes, it was a catalyst but it was an inevitable change. If not in 2020, legal technology would have made its way into the Indian legal landscape by 2021-22 for sure.” –Aishwarya Kalbhor (designation) Senior Trademark Associate, Stratjuris Law partners. The one thing that the pandemic did for sure was ensure the adoption and enforceability of using these tools as ‘the new way of work’ as more and more people went to work remotely. Automation tools were already making waves abroad, so combined with the need to raise their bar and the changes covid brought, Indian firms opened their minds and doors to legaltech.

Adaptability & Adoption

At Stratjuris Law Partners, automation with MikeTM Watch is now seamlessly integrated into every aspect of the methodology of capturing infringements to client marks that are a part of their portfolio. Whether it's the managing partners, principal associates, associates, senior associates, or even interns everyone has full access to MikeTM Watch. What's remarkable is the ease of adoption experienced across all levels. According to the team at Stratjuris Law Partners, incorporating these tools into their workflow was surprisingly effortless, thanks to the easy-to-use interface of the tool.

"Adoption was not a hurdle at any level or profile," notes the team. This smooth transition can be attributed to several factors, including the intuitive nature of the tools and the unwavering support from MikeLegal for training. The user-friendly interface made navigating the technology a breeze, requiring a minimal learning curve.

Moreover, the team emphasizes that the more they utilized the tool, the more proficient they became. Now, capturing trademark infringements through tools like MikeTM Watch has become an instrumental aspect of their workflow. This seamless adoption underscores the transformative power of user-friendly legal technology in streamlining legal operations.

“The more one uses it, the more adept you become. Ease of adoption is directly linked to the number of hours one spends using the tool.” – Aishwarya Kalbhor

The New Way Of Work

According to the team at Stratjuris Law Partners, whenever it came to something like keeping a watch and finding out conflicting trademarks to the ones that are a part of their client’s portfolio, till two or three years ago it was all done manually. It was a tedious ctrl + f and search in the trademark journal, page by page which required dedicated time resource(s). Also, the results were not really reliable as there was always room for error, due to a human-led process. This is a critical exercise for client servicing, as the results of this are expected to be targeted. Also, since it was a manual time-consuming process it was done selectively for a handful of clients and their most critical/well-known marks only.

But now, powered with automation with MikeTM Watch, Stratjuris Law Partners has been able to now capture conflicting marks for all their clients.

“Be it a startup, MSME or any kind of a client and even the important clients as well, we can find conflicting marks for them and safeguard their IP.” – Aishwarya Kalbhor.

To summarize, MikeTM Watch has not only refined this time-consuming process of identifying infringements faster, but it has also widened our scope of work, given more business opportunities, improved client servicing & got them faster and more accurate results.

TMwatch is indeed time effective however it can be more streamlined with the focus classes, focus words etc. Manually addition of focus classes or focus words for a trademark portfolio over 6000 marks is difficult.

Tangible Impact & Feature Highlights

> Traditionally, conducting trademark watches involved significant time and resource allocation. We had to carefully select which clients to prioritize, often sacrificing efficiency in the process. This meant spending approximately three to four hours sifting through journals to identify conflicting marks for only a handful of important clients.



— Aishwarya Kalbhor, Senior Trademark Associate, Stratjuris Law Partners

However, with the implementation of MikeTM Watch, their approach has evolved. Now, they can efficiently monitor all our clients' trademarks, significantly reducing the time required for this task. The targeted nature of the tool allows them to identify conflicting marks swiftly and accurately, irrespective of the volume of trademarks we manage. This not only saves time but also optimizes firm resources, enabling better service to all clients.

Moreover, the cost optimization aspect is noteworthy. By efficiently identifying conflicting marks and promptly notifying clients, they have successfully enhanced their ability to protect their client's trademarks. This not only strengthens our relationship with clients but also increases our billing opportunities. They can now offer bundled services, including opposition filings, based on the identified conflicts, further adding value to the firm's revenue.



Targeted, on-the-point infringement capturing



Image recognition enabled to capture of infringing marks



Allows greater scope of work, in less time



Greater work-time efficiency



More accurate and broadened search results



Improved client servicing



Greater billing opportunities



Better client servicing



No selective infringement capturing, possible to automate this for the entire client portfolio