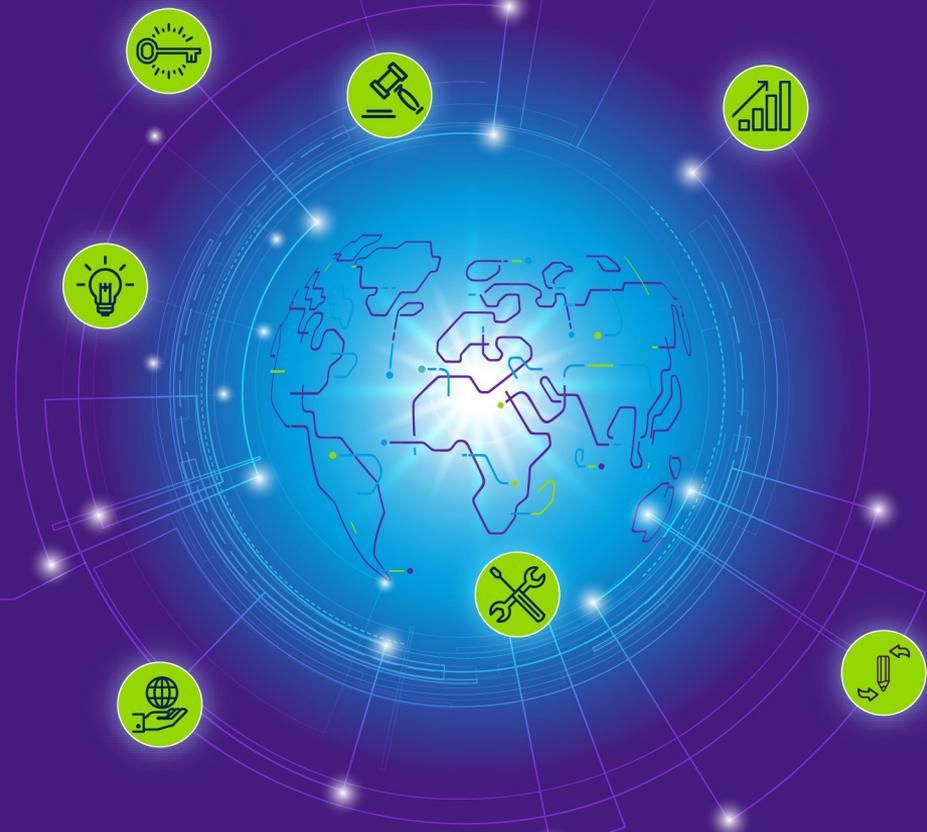


Re-engineering IP Law Firms to Adopt a Growth Mindset

Nov 4, 2021



Speakers

- **Sangeeta Shah** is the Chief Executive Officer at Brooks Kushman. She has over 20 years of experience. Her practice includes all aspects of IP litigation, prosecution and counseling, with a focus on post-grant challenges and patent opinions.
- **John Lanza** is a partner and intellectual property lawyer with Foley & Lardner LLP where he excels at helping companies identify and maximize the corporate value of their intellectual property assets. He provides strategic advice to his clients regarding the acquisition, transfer and enforcement of intellectual property rights.
- **Jayne Durden** is the Vice President of Law Firm Strategy for Anaqua. She has extensive experience as both an IP practitioner and an IP management service provider. A trademark attorney and solicitor, Jayne previously worked in large, as well as boutique law firms in Australia and the U.S.
- **Gene Quinn** is a patent attorney and a leading commentator on patent law and innovation policy. Mr. Quinn has twice been named one of the top 50 most influential people in IP.



Sangeeta Shah



John Lanza



Jayne Durden



Gene Quinn

Initial Thoughts

Much of what IP lawyers do can be facilitated and streamlined with technology, but most law firms are not well prepared for widespread digital transformation.

To address this problem, forward-thinking firms are placing their growth in the hands of Chief Executives who know the legal business but are adept at running and growing an increasingly agile enterprise that is required to deliver high-grade professional service at commodity prices.

This webinar will bring together law firm leaders to discuss why technology is the backbone to how they are running their business and critical to their talent retention strategy. The webinar will include concrete steps that can be applied in other firms and examples of how technology can help to streamline IP operations, provide visibility into your law firm's performance and better connect IP data.



How to use integrated technology to successfully run a practice?

Polling question:

1. Is your firm looking at technology for digital transformation?

a) Yes

b) No

2. Do you feel prepared and understand the technology solutions in the market?

a) Yes

b) No

Prepared to use IP
technology for the
future

29%

Only 29% of firms
believe they are
prepared and
understand
technology solutions
available in the legal
market

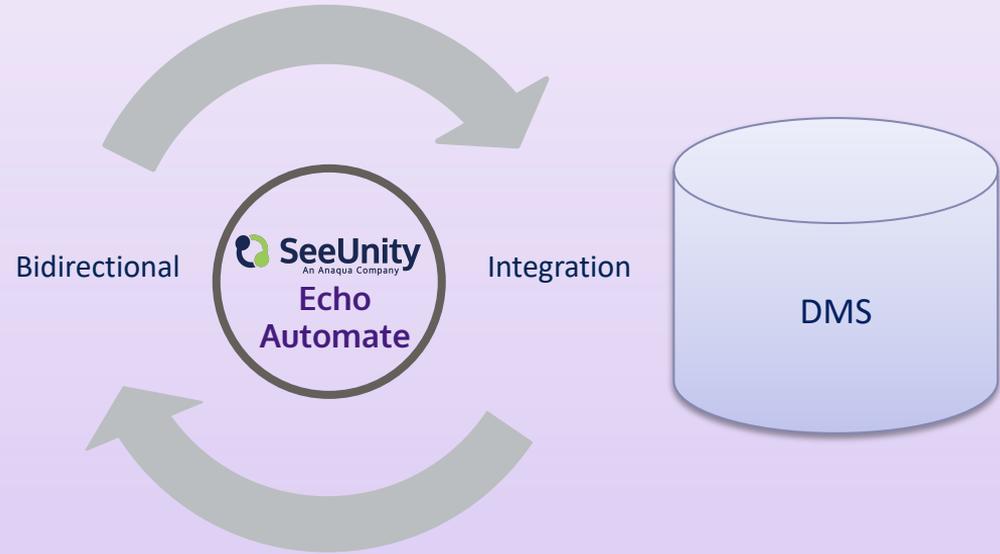
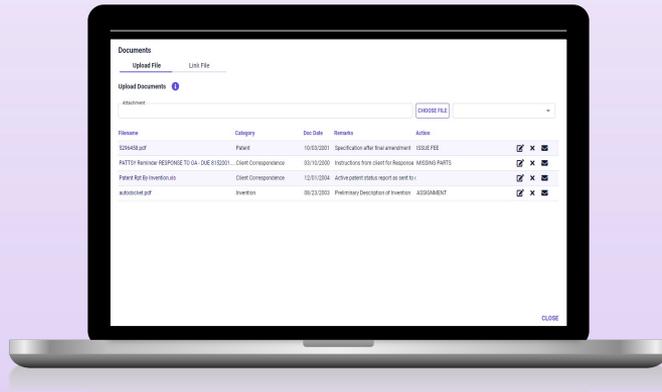
AQX

LAW FIRM PLATFORM

*Total practice
management
for IP law firms*



PATTSY WAVE – DMS Integration



A great complement to AutoDocket® & Download

Documents and emails generated in PATTSY WAVE can be stored on both sides or just in your DMS

How to use analytics to improve productivity?

Polling question:

How could technology help you increase productivity?

- a. Greater visibility into attorney and staff workload and productivity
- b. Better information to enable attorneys to do better work for clients
- c. More insight into a client's portfolio

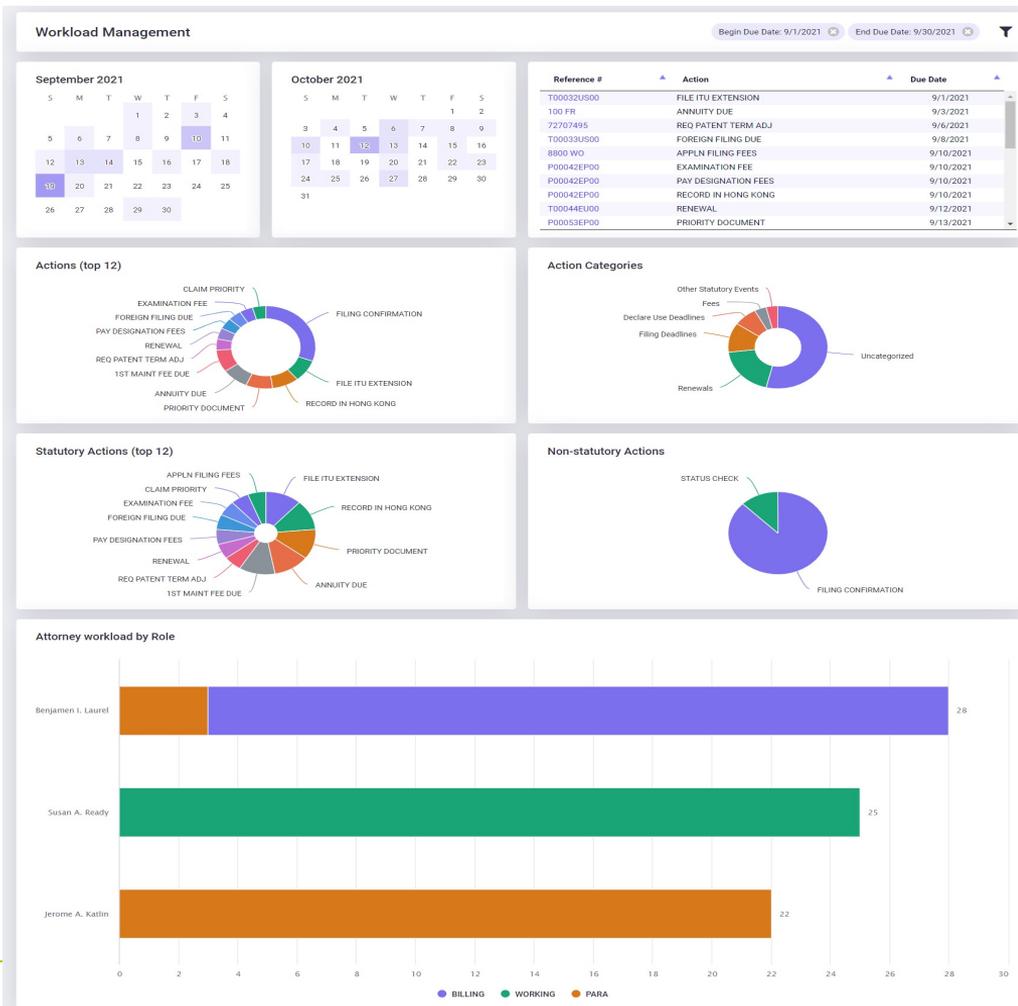
Using analytics to run
your practice

95%

of law firms believe
increasing law firm
efficiency is a
permanent goal

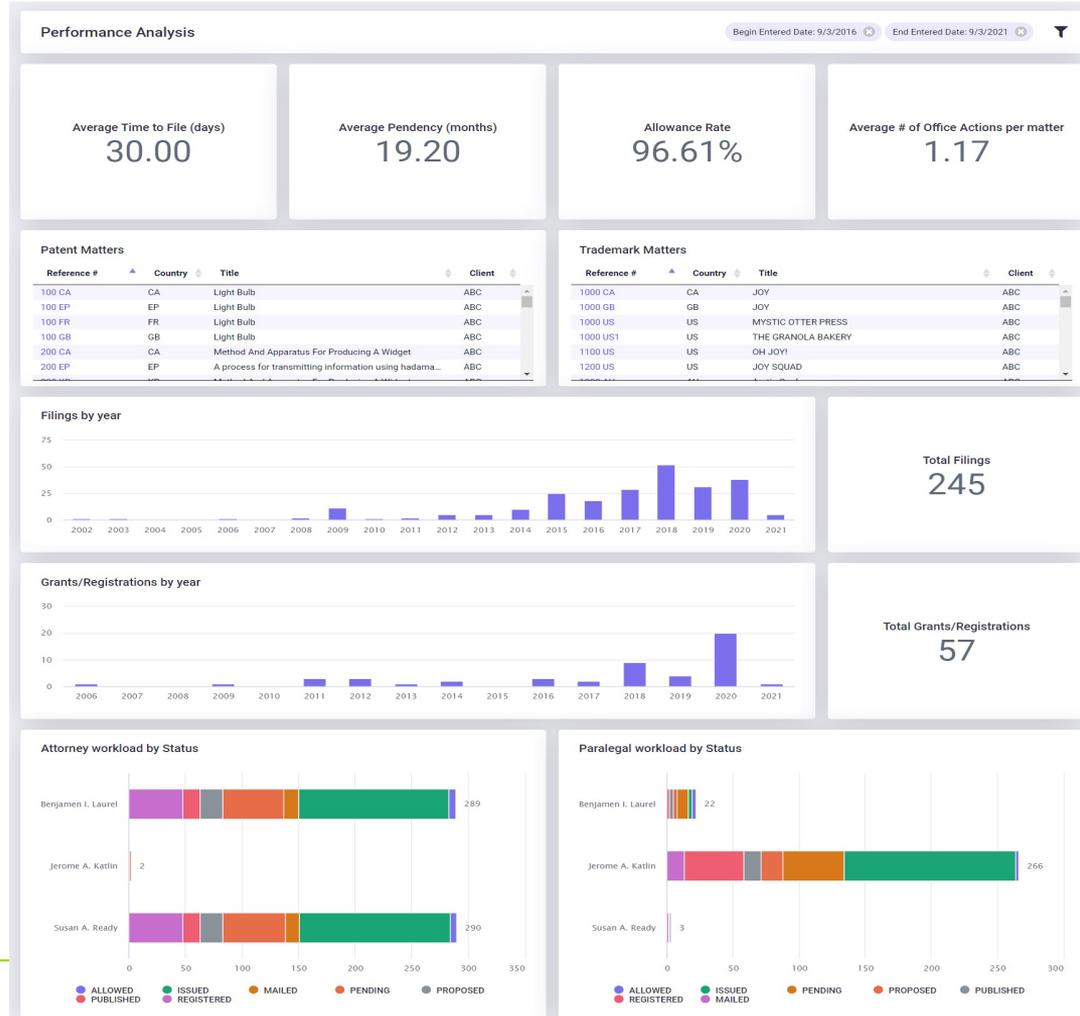
Workload management

- Better understand the workload levels of your team
- Review, assign, and manage workload of IP team members
- Gain insight into when work will be heavier or lighter



Performance analysis

- Key performance metrics to help measure the efficiency and success of your prosecution practice
- Track and benchmark your firm's performance and identify areas for productivity improvement



Patent Searching

- AcclaimIP contains 100 million global patent documents
- 102 patenting Jurisdictions
 - 40 full text collections translated into English, with access to original pdf's
 - Including: US, EP, WO, DE, CN, KR, JP, CA, AU, GB, FR
- Fully Searchable USPTO PAIR data (File Wrapper)
 - Including access to file wrappers in the EPO's global dossier directly from AcclaimIP
- Fully Searchable US Examiner Rejection data
 - Easily identify where your assets have been cited in Novelty or Obviousness arguments against your competition.

The screenshot displays a search results page with a top navigation bar containing 'Search Results', 'Family Search Mode', and various tool icons. Below the navigation is a table of search results with columns for Document No., Patent Score, Forward 102 Count, Assignee (Current), and Title. Two results are visible, both for 'Self-driving car' patents assigned to HUAWEI TECH CO.

Document No.	Patent Score	Forward 102 Count	Assignee (Current)	Title
US10409289 B2	51	0	HUAWEI TECH CO	Self-driving car s
US20190354112 A1	3	0	HUAWEI TECH CO	Self-Driving Car s

Each result includes a 'View PDF' button, an abstract, a diagram, and a list of metadata including Inventor, Assignee Cur., Assignee Orig., IPC, CPC, US Art Unit, Filed, Published, Forward Cites, Reverse Cites, and Claims.

How to use analytics to improve collaboration?

Polling question:

How could technology help improve your clients' experience?

- a. Tools to better connect your law firm data with your clients' data?
- b. Technology that would improve turnaround time
- c. Virtual workspaces for collaboration

Delivering
value to clients

70%

Law firms do not feel
prepared to meet
client expectations

ACTIVE TRADEMARK PORTFOLIO

Active Trademark Applications by Country



Active Trademark Applications by Status



Mark Distribution By Class

	19	16	41	7	9
25	17		12		
8	10	11			
29			37		
21	6	40			

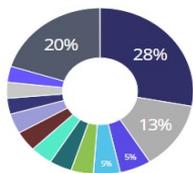
Trademark Applications Filed by Year



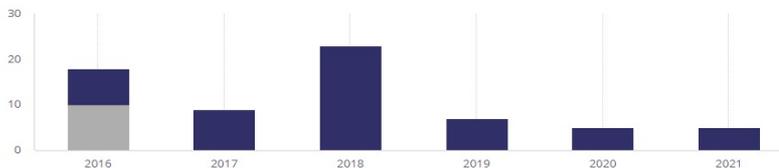
Trademark Active Records

Trademark Active Records
252

Mark Distribution By Brand

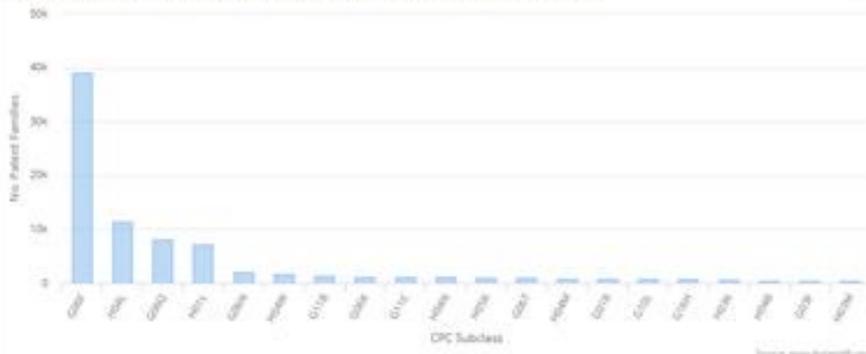


Trademark Applications Registered by Year



(DEMO)

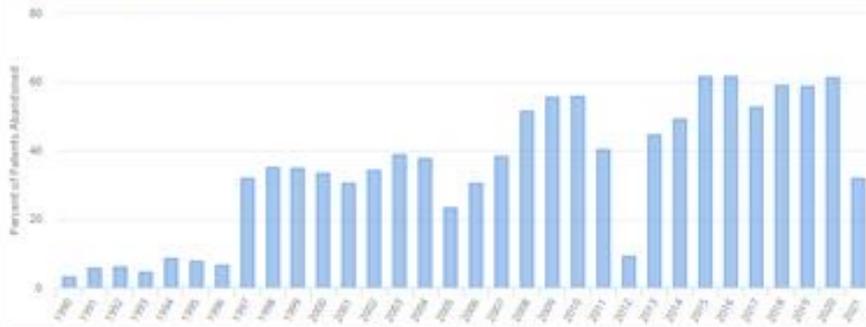
GLOBAL PATENT FAMILIES BY CPC SUBCLASS (FIRST CLASS ONLY, FILED LAST 20)



EVOLUTION OF GLOBAL FAMILIES BY TOP CPC SUBCLASSES



US ABANDONMENT TRENDS



US SURVIVORSHIP TRENDS



Research client portfolios

How to use analytics for growth and business development

Polling question: What external data would you like more visibility into?

- a. Tracking how your law firm is performing against other firms
- b. Making informed IP portfolio decisions
- c. Ability to share with a client how their IP portfolio is performing.
- d. Improving accuracy of forecasting IP budgets for clients

Optimizing
technology for
collaboration

70%

Law firms believe that leadership doesn't understand the benefits of transformational technology

Client KPIs by Attorney EssentialDemo - 15 Mar 2021 15:29:00

☰

Time to Acknowledge



Time to Draft & File



Pendency



No. Office Actions



QA Response Time



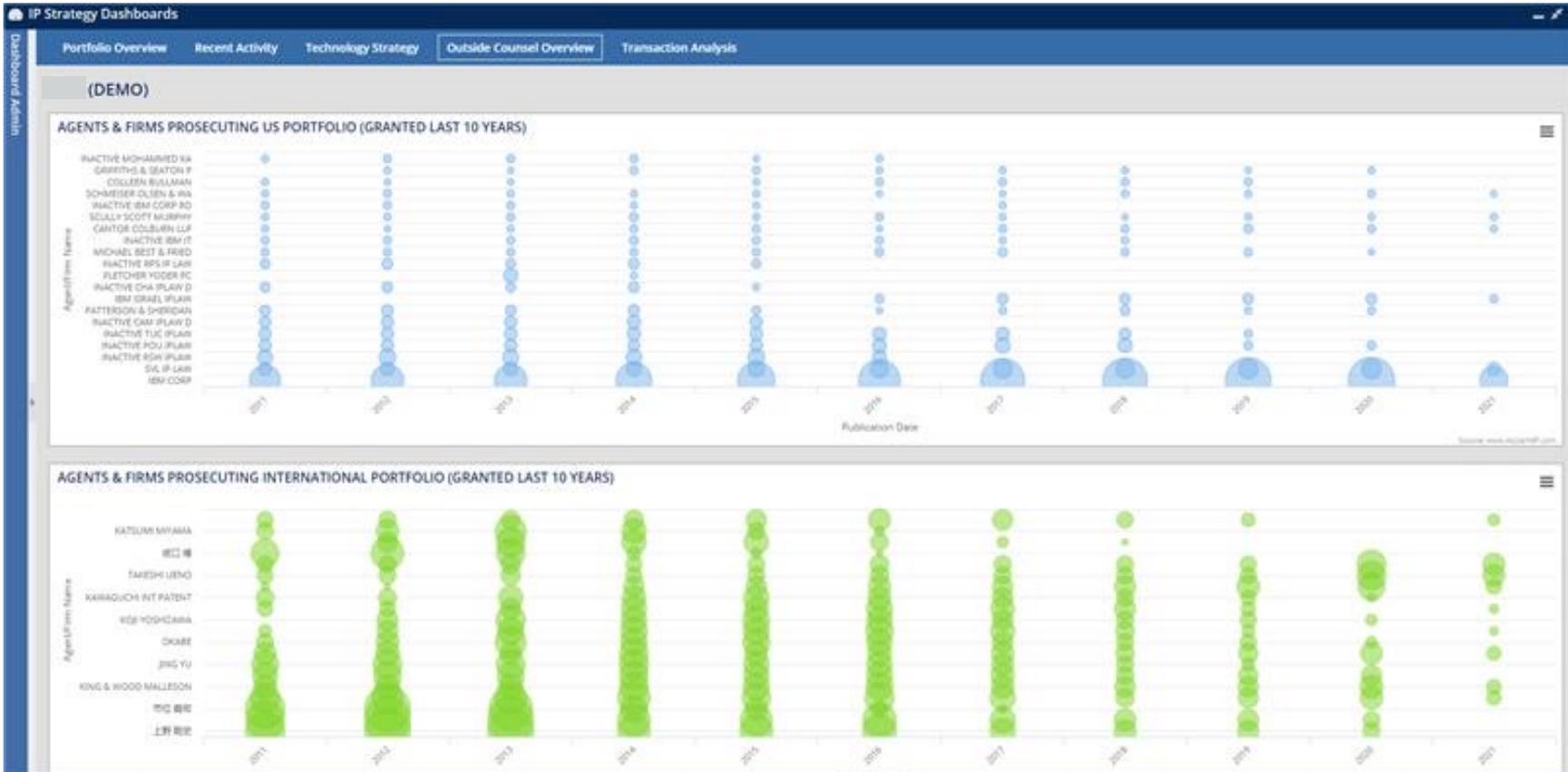
Allowance



Case Distribution By Attorney & Client



Know and communicate your success

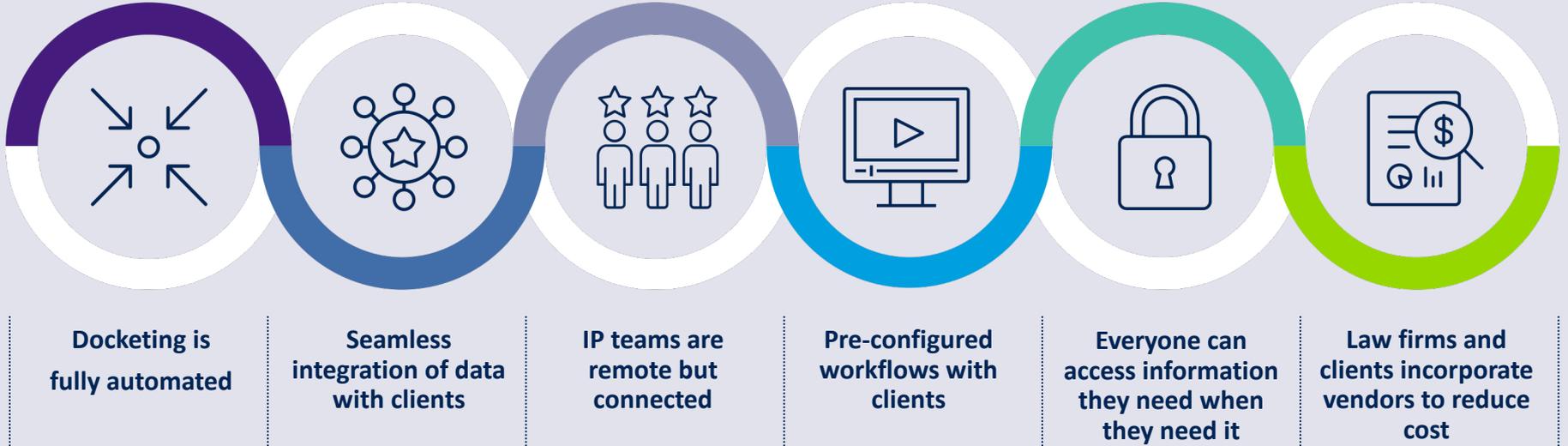


Review client work allocation

What does the future hold?



Imagine a future where...



Anaqua survey— what is important to IP professionals in the future?



Source: Wolters Kluwer, Altman Weil, and Thomson Reuters

ABOUT ANAQUA

TECHNOLOGY DNA



Anaqua, Inc. is a premium provider of integrated intellectual property (IP) management technology solutions and services.

Today, nearly half of the top 100 U.S. patent filers and global brands, as well as a growing number of law firms worldwide use Anaqua's solutions.

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210 IP professionals are engaged representing 83 clients contribute to Anaqua strategy and product roadmap. Our IP platform evolves as our clients' needs and the industry evolves.

M&A STRATEGY



9 acquisitions in the last 5 years to invest and enhance our IP platform and IP technology product suite.

R&D INVESTMENTS



Continuous innovation in our AQX platform consistent with 15+ year track record (16% YoY R&D investment)

GLOBAL PRESENCE



>500 employees worldwide, offices across the U.S., Europe, and Asia.



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FEEDBACK**

**Thank you for joining
today's program!**

**Please take a moment
to answer the survey
on the way out.**