SLW INSTITUTE
Building Extraordinary IP Assets

Digital Transformation of the Legal Industry Webinar Series

SLW Digital Transformation Case Study: Overview of SLW Systems, Tools, Data Lake, Processes, Teams and Personnel

Webinar Series

Episode 01 – What is Digital Transformation for Law Practices?
Thursday, February 11th, 2021at 12:00 PM CT

Episode 02 – SLW Digital Transformation Case Study: Overview of SLW systems, tools, data lake, processes, teams and personnel.
Thursday, March 11th, 2021 at 12:00 PM CT

Episode 03 – SLW Digital Transformation Case Study: Application Preparation – Disclosure intake and docketing, application drafting tools, production management
Thursday, April 8th, 2021 at 12:00 PM CT

Episode 04 – SLW Digital Transformation Case Study: Prosecution I – Receiving & Reporting PTO Correspondence – docketing, data/document storage, work packets, drafting and filing papers and responses; reporting to clients
Thursday, May 13th 2021 at 12:00 PM CT

Episode 05 – SLW Digital Transformation Case Study: Prosecution II – Claim tracking, reference analysis tools and reports, prosecution landscape tools and reports, examiner/prosecution analytics, IDS management
Thursday, June 10th, 2021 at 12:00 PM CT

Episode 06 – SLW Digital Transformation Case Study: Due Diligence, Freedom to Operate Studies, Landscape Studies, Portfolio Curation, Portfolio Analytics, Landscape Analytics, Examiner and Attorney Analytics
Thursday, July 8th, 2021 at 12:00 PM CT

Before We Get Started...

Recording

A link to the recording and slides will be emailed to all registrants.

Questions

Type in the question box and we will answer in real time or during the Q&A.

Social

Follow us on LinkedIn or go to SLW Institute on slwip.com to see upcoming and on demand webinars.

Today's Presenters...

Steve Lundberg
Principal & Chief Innovation Officer
Schwegman Lundberg & Woessner

Suneel Arora
Principal
Schwegman Lundberg & Woessner

Milena Higgins
Chief of Data Analytics
Schwegman Lundberg & Woessner
Ph.D. Physics

Scott Otto
Application Support Specialist
Schwegman Lundberg & Woessner

Jill Young
Software Manager,
Schwegman Lundberg & Woessner

The Law Firm Journey

FOUNDATIONIP®

Legal Assistants

Meetings

Client-centric staffing

Task Specialization

Automation / Artificial Intelligence

Empowerment

Workflow / Integration

Productivity / Value

- Invented at Schwegman
- Used worldwide

CPA GLOBAL

1990s Access / Availability

2000s Autonomy / Asynchronicity

To Recap and Set the Stage ...

- Automation should, at the very least, be better than paper files.

- Automation brings new opportunities ... and new problems.

  - Asynchronous (Emails, Chat, Slack) vs. Synchronous (Meetings, calls)

  - Clients have a variety of their own systems—who will curate?

  - How to capture (bill) the value of automation—or at least avoid taxing yourself

- Digital transformation should unleash the potential of data

  - More than access and "Work From Home"
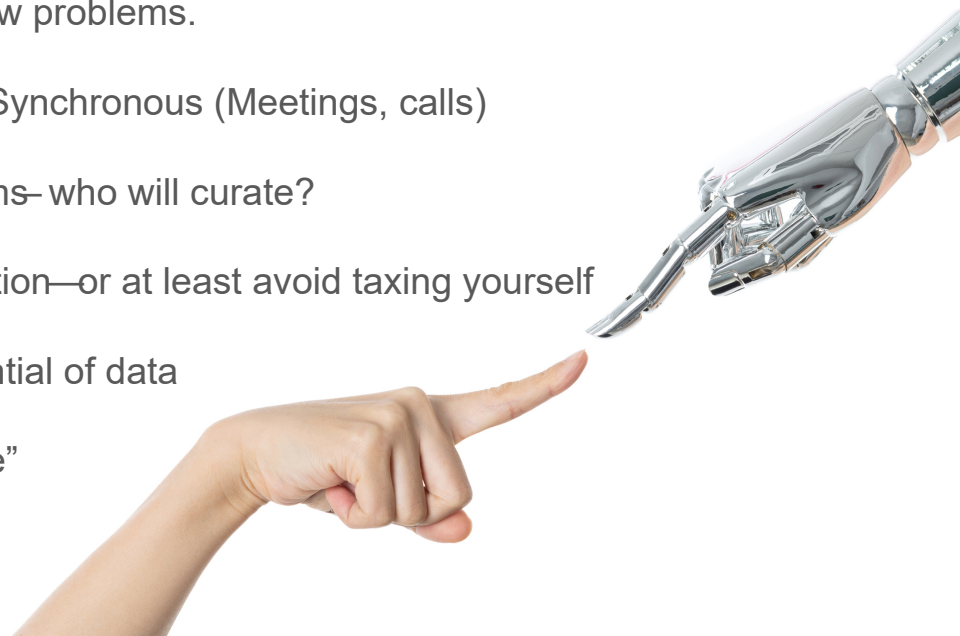
Automation that empowers and adds value
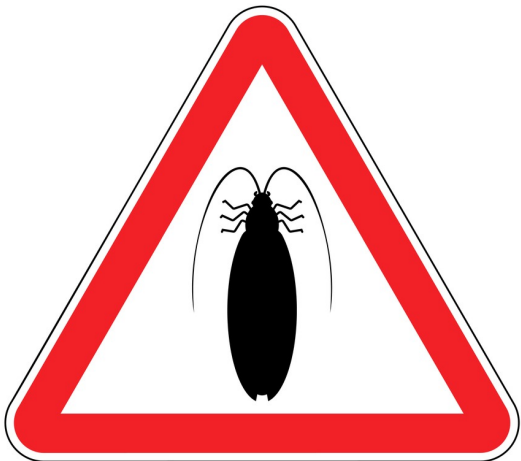
vs.

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- **Less is more**
- Prioritization
- Screening
- Packetization
- Flow

- Agility
- Focus On Substance
- High Quality
- Value
- ROI

But more is also more

- Augment focused FOV
- Expanded FOV

  ○ Business objective

  ○ Technology

  ○ IP Landscape

  ○ Issue Spotting

  ○ Accuracy

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Data Sources - Official US & Foreign PTO Data

USPTO

- Scraped Private PAIR Data for SLW Clients
- USPTO Docketing Portal Data for SLW Clients
- USPTO Public PAIR Data for All Patent Applicants
- PDF Copies of USPTO PAIR Data
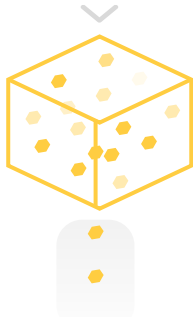
International Patent Data

- Biblio
- Abstract
- Full Text
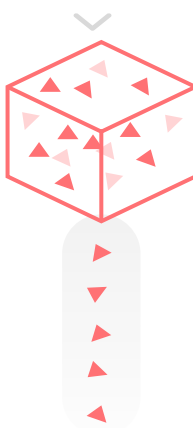
Global Dossier

- File Histories (IP5+)
- Global Dossier - IDS Citations (IP5+)
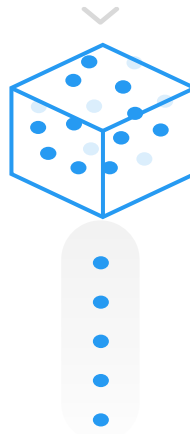
Individual Country File Histories
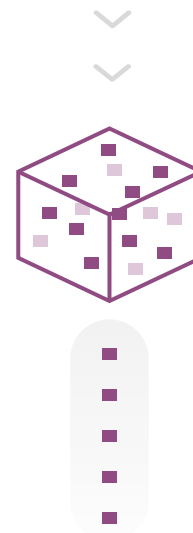
Process

Data Sources – Client and SLW Data

SLW Generated Data

- PTO Document Identification
- PTO Document Annotations
- Docketing Deadlines – Legal Requirements
- Workflow Deadlines
- Office Action Work Packets (draft amendment, claim tracking reports, prior art, examiner analytics)
- Outlook Calendaring for Docketing
- ClaimScape® Data – Claim Tracker data – prosecution history
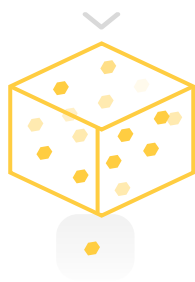
Client Data

- New Disclosures (PDF copies, Text Files)
- Inventor Data
- Corporate Data
- Contact Data
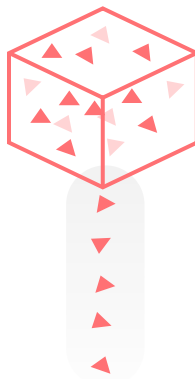
Client Originated Data

- Email
- Client Databases
- Audio-visual telecom
- Face-to-face Meetings
- Mail
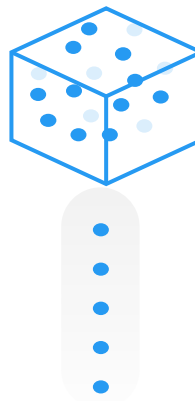
SLW Data Lake Patent Data

- Docket Verification Data Extracted from FoundationIP
- Application Drafting Tool Data
- ClaimScape® Data – Claim Tracker data – prosecution history
- Work product documents – PTO filings
- Emails / letters

Process

USPTO
SLW Generated Data

International Patent Data
Client Data

Global Dossier
Client Originated Data

Individual Country File
Histories
SLW Patent Data

Process

**Work In Progress
& Workflow Data**
Workflow Deadlines
Attorney & Paralegal Loading
Data
Work Packets (raw materials for
responses to office actions)
ClaimTracker Reports

SLW
Data Lake
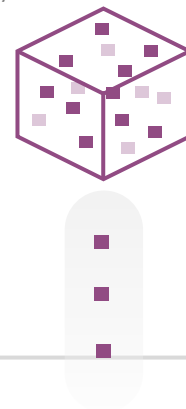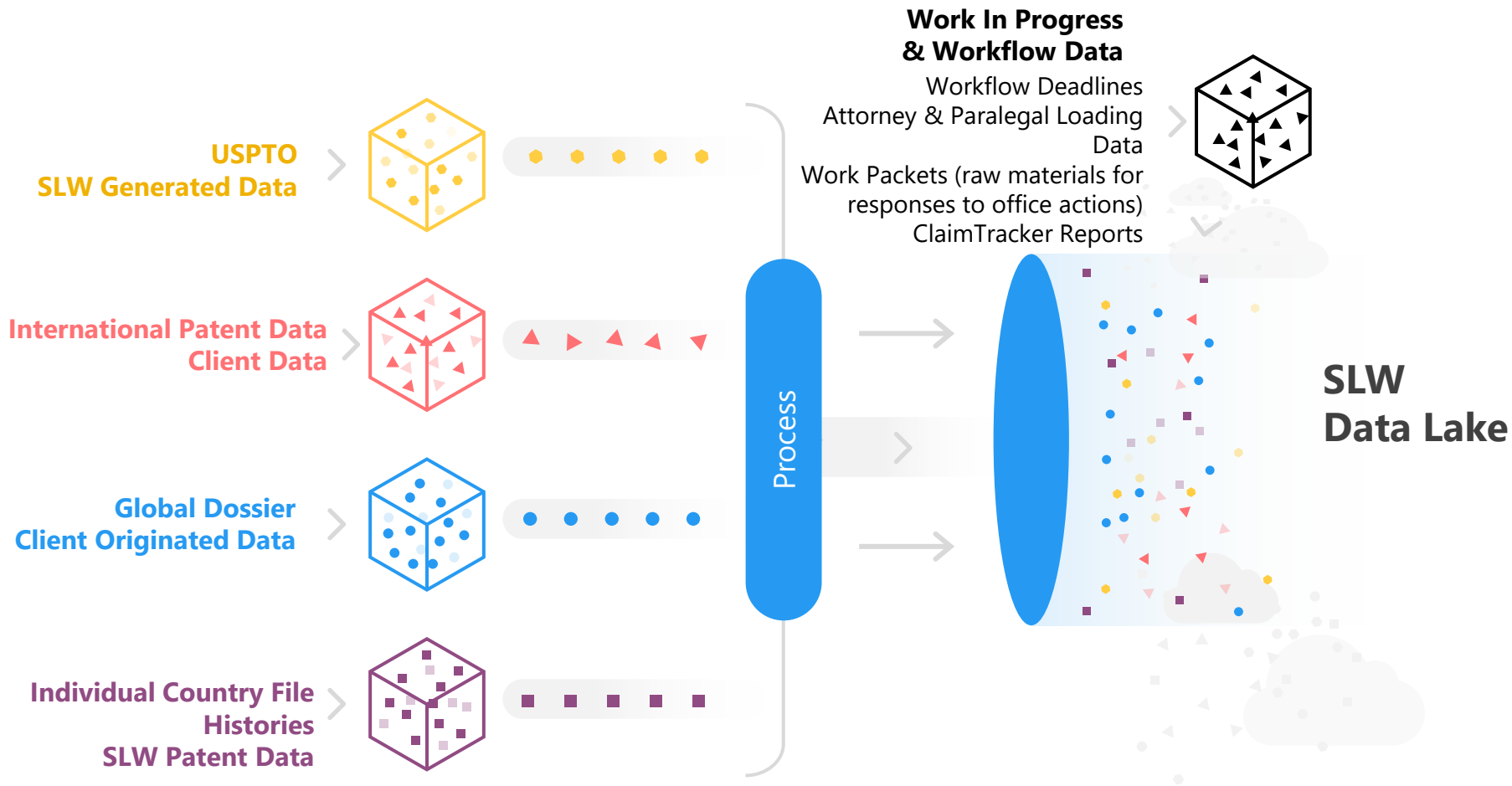
SLW Software Systems and Tools

- Task manager
- Sidebar
- IP Tools
- FoundationIP
- Web services as they relate to FoundationIP
- Aderant
- Misc. Tools
- Amazing Grace—Priority Date Verifier
- File Opening Supervisor
- Sharepoint/Teams
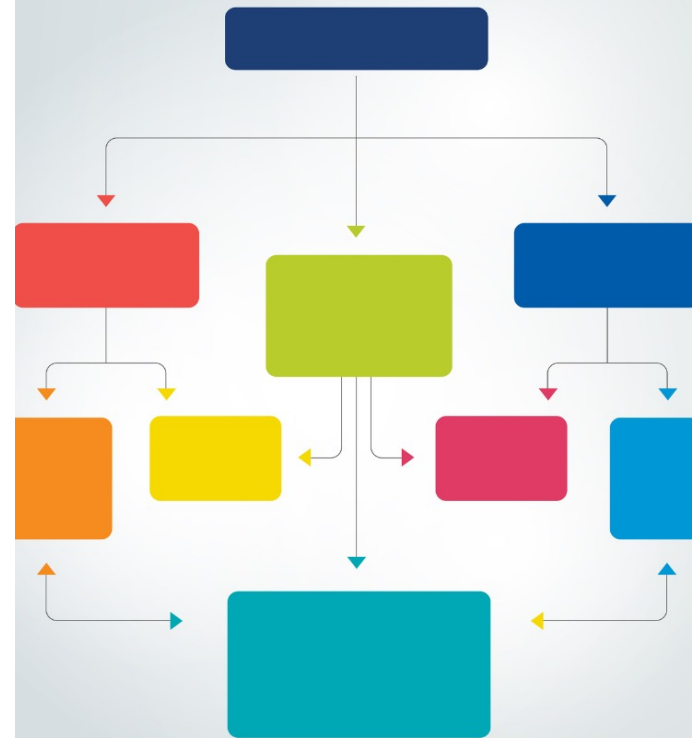
SLW Software Systems and Tools

- PowerBI
- Bill Coding Tool
- AI tools – production capacity
- AI tools –client fee/expense forecasting
- FIP billing tool
- FIP filing tool
- IDS manager
- IDS generator
- Automated report outs
- Tools to help bill
- Performance and capacity tools
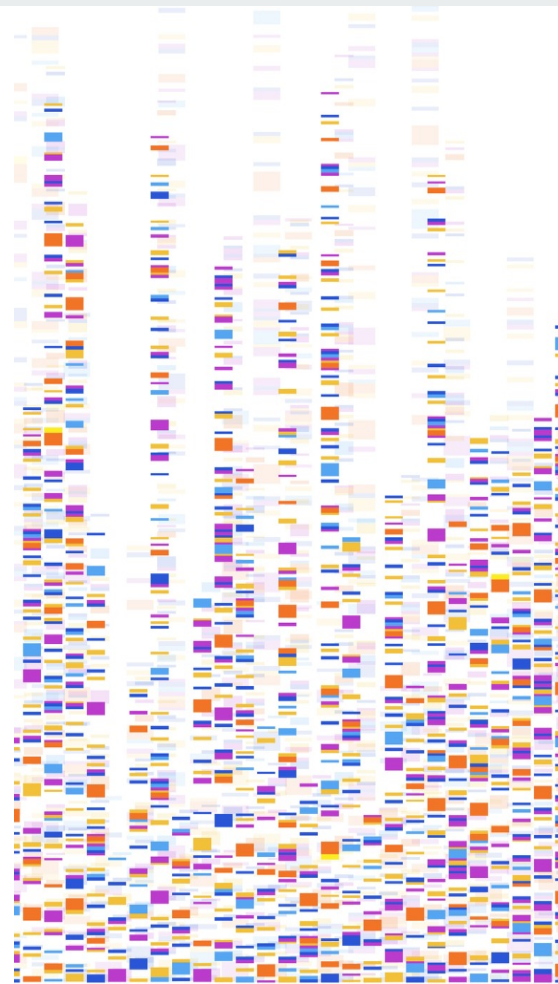
SLW Automation Expertise/Personnel

- FoundationIP Configuration Specialists
- FoundationIP Web Services Expert
- IP Tools Developers
- IP Tools Configuration and Support Teams
- USPTO PAIR Access Specialists
- Global Dossier and Country PAIR Specialists

FoundationIP

Customizations are key

- Activities
- Matter Fields
- Reports

Web Services

- Email Reply ID
- Billing
- FIP Filling / FIP References
- Contact Changes

Working with your vendor

- Working as team to drive forward
- Committee driving software development
- FoundationIP Software Innovation Board

FOUNDATIONIP®

Sidebar Custom Middleware

Combining Data for processes, viewing & updating from multiple systems

Merges
- Tool to control / update
- Customizations
- PTO Transmittal documents
- Email Merges to clients for various notifiers
- Generation of Transmittal forms for filing to USPTO

Accounting
- Collection Module
- Bulk internal emails regarding aging billing
- Bulk internal emails about programs
- Several reformatting of custom Ledes formats for clients
- Multiple custom reports

Custom Reports
- Requires data to be combined from multiple systems (FIP, accounting, custom) for client or internally

01

02

03

04

05

06

07

Move client & matter data from FIP to accounting system to avoid double entry

Mass updates requiring specific data formats

Automated production of 1449 forms

Multiple mass updates of client matter data & activity data

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                            │ Daily Correspondence File│
                            └────────────┬────────────┘
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                        │  Auto Document Scrape/Download    │
                        └────────────────┬─────────────────┘
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                ┌────────────────────────▼────────────────────────┐
                │     IP Tools Software consumes document          │
                │ OCR and auto dockets based on Auto Docket Rules  │
                │                  Engine                          │
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              └────────────┬────────────┘   ┌─────────▼──────────┐
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              ┌────────────▼────────────┐   │  Verification      │
              │  Auto Report To Client  │◄──┴────────────────────┘
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              ┌────────────▼────────────┐
              │ Auto Bill for Transaction│
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         │ Auto Notification to Internal Personnel│
         └─────────────────┬───────────────────┘
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    ┌──────────────────────▼─────────────────────────┐
    │ Auto Download Docket Task to Attorney Outlook Tasks │
    │           With link to work packet             │
    └──────────────────────┬─────────────────────────┘
                           │
    ┌──────────────────────▼─────────────────────────┐
    │ Auto Produce Work Packet Folder on One Drive with │
    │             necessary documents                │
    └──────────────────────┬─────────────────────────┘
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    ┌──────────────────────▼─────────────────────────┐
    │   Auto Close Task upon Completion in FIP        │
    └─────────────────────────────────────────────────┘
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Example: Office Action Response Work Packet

- Integrated with and accessible from a Microsoft Outlook task—can save notes in Outlook task or cloud-accessible work packet folder
- Office Action (OCR'd)
- Draft Shell Response (automatically generated from parsed Office Action)
- Previous Response
- Application As Filed
- Cited references (OCR'd)
- Claim Tracker Spreadsheet
- Examiner Analytics
- Business Strategy Notes
- Flag: priority dates, commonly-owned assignees, related cases, etc.
- Checklist

Example: Integration with Existing Tools

- Docket items propagated from FoundationIP to Microsoft Outlook Tasks

- Can email into the FoundationIP file
  ➢ Response e-mails from auto-filed to file and task

- Can e-mail notes or documentation into the FoundationIP file (FIP filing)

- Can e-mail refences into the Foundation IP file for citation in IDS to USPTO (FIP filing "Add reference")
  ➢ Can auto-schedule IDS submissions based on USPTO events to help manage costs

- Can e-mail billing into the FoundationIP file (FIP billing)
  ➢ Use of Outlook e-mail signatures to get structured data into the FoundationIP file

- Reporting: From SLW ReportOuts E-mail address
  ➢ Can use Outlook rules to filter inbox into a "Report Out" folder
  ➢ Codes associated with communication types can give flexibility to accommodate client procedures

Analytics Goal: make data-driven decisions

Problem

- Typical Excel/PDF reports are static
- Data can be stale by the time you use it
- Data is often a snapshot in time, so difficult to see trends over time

How to get there

- Transform monthly reports into real-time dashboards
- Tools available: Power BI, Tableau

Benefits

- Fresh data updated as often as needed (automated refresh)
- Dynamic, interactive visualizations (e.g., drill down capability)

Tactical Steps

- Decide what data is needed
- Combine disparate data sources into one place
- Create visualizations (reports, dashboards)

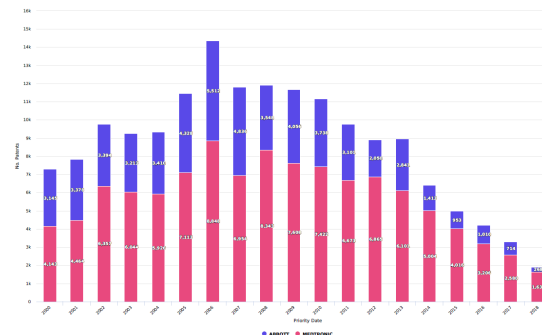# Analytics Use Cases

External: Client Project Examples

- Portfolio Analysis
- Landscape Analytics
- Other analytics…
- Workflow improvement – automate data visualization
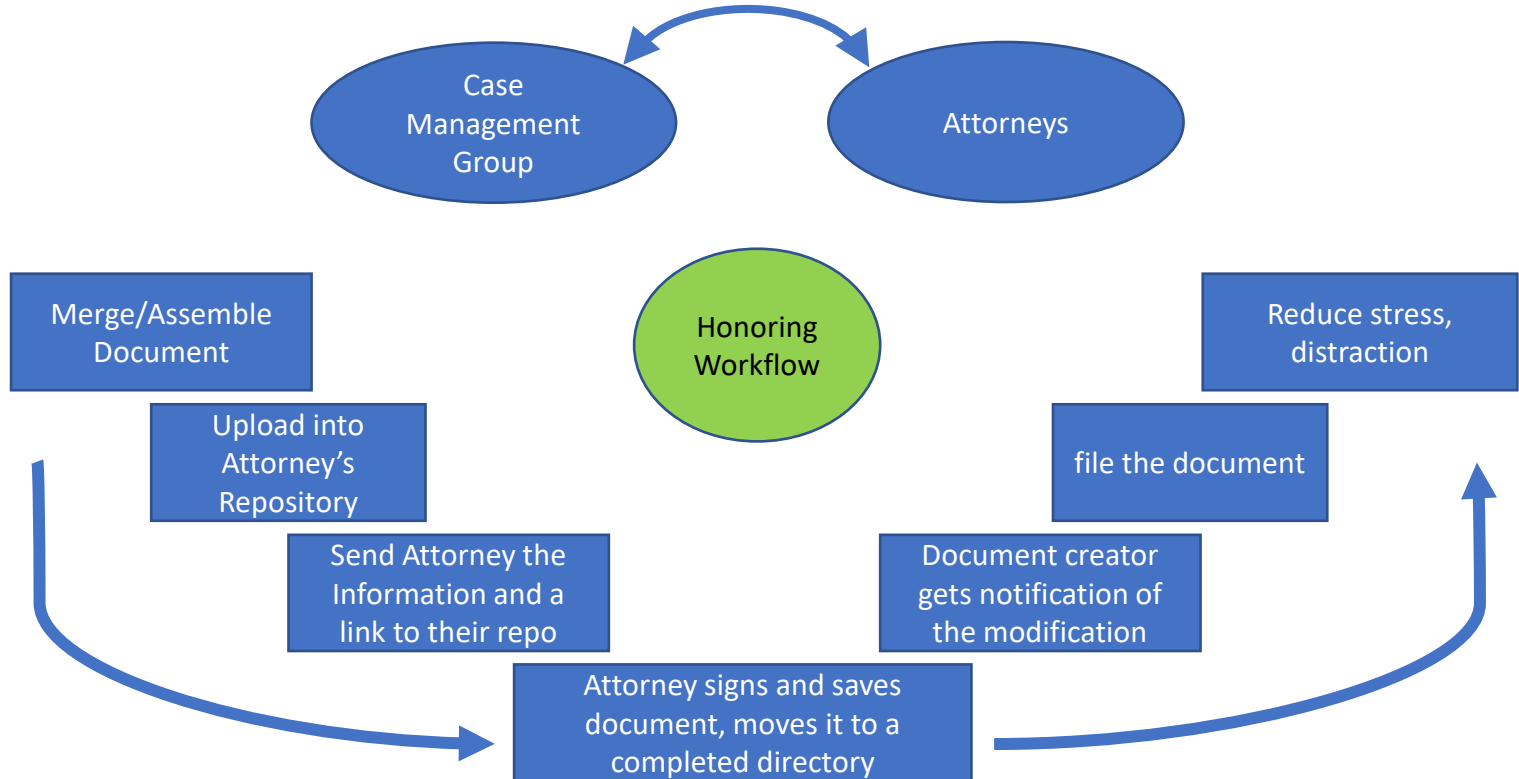
Internal: Firm Management Examples

- Filing Metrics Dashboard (by client, by attorney, by country)
- Billing Dashboard
- Patent Budgeting Tools

First Action Allowance 5%

0 O/As	40
1 O/A	158
2 O/As	178
3 O/As	116
4+ O/As	238

Average No. of Office Actions

Allowed 2.97
Examined 3.08
Abandoned 3.56

Future Development –
Non-Critical document signature process

Thank you for your interest.

Questions?

These materials are for general informational purposes only. They are not intended to be legal advice, and should not be taken as legal advice. They do not establish an attorney-client relationship.

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