

EXECUTIVE SUMMARY

- Industry : Intellectual property law
- Location : Chicago, IL
- Number of Employees : 200+

CHALLENGES

- Huge time investments in checking the updates
- Late fees due to untimely updates
- Manually managing the large volume updates

SOLUTION

- Max-PAIR was installed on client's premises to Keep abreast on the prosecution status of the portfolios of their interest
- Customized workflows set-up with the desired frequencies
- PTO activities disseminated to the intended audience through email

RESULT

- Application monitoring rate gone up from 6 to 500 per hour
- Cost savings equivalent to one FTE
- Avoided late fee payments
- Able to make well-timed actions

How MaxVal's Max-PAIR Alerts Dramatically Improved Patent Application Case Monitoring

Challenge

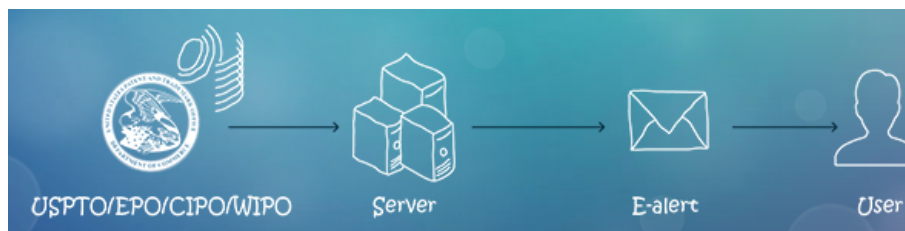
A large Chicago-based law firm manages a very large number of patent filings for its clients. Many of their clients have large portfolios, which makes the task of updating and managing the portfolios very challenging.

A particular challenge is to maintain the records and record updates for pending applications. USPTO updates to pending applications are mailed to the applicants and reflected in Private PAIR. There is a real possibility of missing an update which can delay the corresponding actions which can result in late fees, or even the loss of rights..

Challenges faced by the client included:

- Paralegal staff spent a large amount of time checking for updates
- Incurring late fees due to non-timely updates
- Challenges in manually managing the large volume of updates

The client discovered MaxVal's Max-PAIR service which provides a private PAIR alert desktop assistant and e-mail alert messages. Max-PAIR provides legal operations staff and responsible attorneys with an automated way to track PTO activities for applications associated with a customer number.



Solution

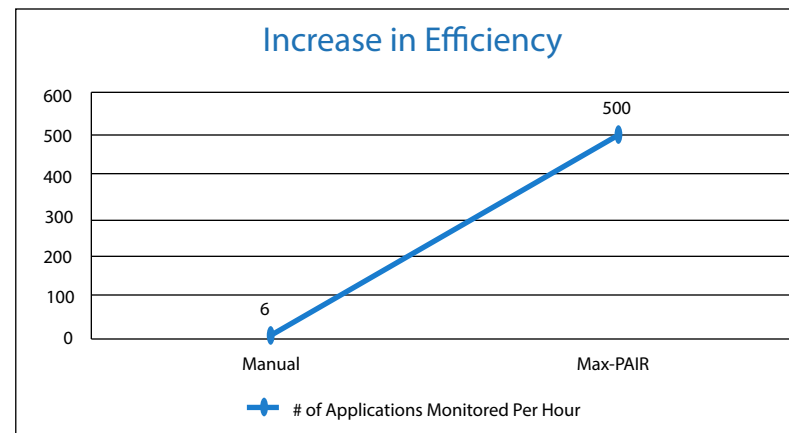
The law firm deployed Max-PAIR and saw immediate results. Max-PAIR alerts contain accurate and timely updates from the USPTO PAIR system. MaxVal provides a fully customizable workflow that enables attorneys and administrators to monitor patent office activities on a periodic basis (e.g., daily or weekly) with bi-directional visibility.

The law firm's successful use of the Max-PAIR solution was based on these key features:

- The law firm was able to select the patent applications of interest for each client, based on their PAIR customer number. There is no limit to the number of applications that can be monitored.
- Once configured, e-mails for the selected applications are sent to multiple recipients with application status updates.
- Recipients receive timely alerts for IFW updates in private PAIR with the option to view original IFW documents without having to log into private PAIR.
- Monitoring frequency can be configured (daily, weekly, bi-weekly, and monthly).
- Bibliographic details, IFW activities and transaction history updates can be exported to Microsoft Excel.

Result

The satisfied client has used MaxVal's Max-PAIR service for over 3 years. They are now monitoring applications at the rate of 500 per hour compared to a rate of 5 per hour before implementing Max-PAIR. The graph below shows the improved application monitoring rate.



The law firm has achieved the following results:

- It has saved the equivalent of one FTE through improved process efficiency.
- The recipients of the alerts are able to take required actions immediately.
- Timely responses allow the law firm and its clients to avoid late fee payments.
- The law firm is able to take timely actions on related matters.

For more information on MaxVal's Max-PAIR, please visit us at <http://www.maxval.com> or contact us at info@maxval.com.

For More Information

To find out more about MaxVal Group, Inc. visit <http://www.maxval.com> this customer story is based on information provided by the client. Many factors may have contributed to the results and benefits described; MaxVal does not guarantee identical results elsewhere.