

Streamlining Client / Attorney Communications

Patent and trademark prosecution requires timely and effective communications between clients and their IP attorneys. The high volume of transactions combined with aggressive deadlines leaves little time to report every progress update. By enabling automated client reporting and establishing content-rich extranets, attorneys can rely on technology to ensure that clients have the latest updates at the time of need.

There are different appetites (and requirements) for progress updates

Timeliness: some clients want to receive communications from the USPTO and Foreign Associates as they are received by their law firm. This requires an IP practitioner to report prosecution correspondence as it arrives or as soon as the IP practitioner is able (e.g. home for the night, at lunch, busy with other work). Timeliness is a challenge, and it is becoming a common requirement in client instructions.

Let me see everything now: other clients want access to a 'full picture' of their patents and trademarks at a moment in time and not the incremental flow of individual updates. This has become especially important as clients are managing docket calendars in parallel with clients.

Simplify updates through simple technology

Automated client reporting: by removing the human dependency, clients will be able to consistently receive timely reporting, regardless of resource distraction. Many client instructions are mandating this speed of delivery and not allowing firms to charge for the time spent. Some firms automate the creation of the initial draft but review the contents before sending to client.

Client extranets: providing an online resource for clients to review their current patent and trademark progress is good practice for everyone: clients can access the information they need when they need it, IP practitioners do not have to gather updated information for clients upon request, and the entire team can work together to respond to Office Actions and expeditiously move through the prosecution process.

Position IP practitioners to focus on IP work

At Aurora North, we have spent the last twenty years working with IP firms to solve business problems through process and technology improvements. 'Streamlining Client / Attorney Communications' is one of the many topics affecting IP firms that we're tracking. Contact us at sales@auroranorth.com to discuss how we can be of service to you.

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