



Notable Solutions, Inc.

BACKGROUND

Gowlings is one of the largest and most diversified law firms in Canada. With offices in seven Canadian centers and in Moscow, it provides a full complement of legal services to national and international clients. The three pillars of Gowlings practice are business law, intellectual property and advocacy. While independently focused on their respective areas of expertise, the lawyers and agents at Gowlings work together in cross-disciplinary industry groups or client-dedicated teams to give clients timely access to the best advice.

CHALLENGE

As one of Canada's largest national law firms, Gowlings deals with thousands of documents every day. These documents include contracts, agreements, pleadings, motions, patents applications, trademark applications and a variety of other legal documents. In the area of Intellectual Property law, one focus for Gowlings is filing trademark applications on behalf of clients. When filing with the appropriate Intellectual Property offices to protect trademarks, Gowlings must submit trademark images as part of a completed application. Typically Gowlings receives trademark images from clients in a variety of ways - hardcopy as well as electronically via email. Previously, Gowlings employees would scan trademark images (if hardcopy images were received), save the attachments to a network folder, route the files to an in-house graphic artist, get a cleaned up image, relocate the file, manually attach it to a trademark application, and send it to the Canadian Intellectual Property Office. The images were processed in variety of non-standard ways, and users were unable to capture and save them easily into the firm's intellectual property case management system. In addition, the manual process was quite complex and time consuming for the end user. Gowlings decided to implement a solution that would:

- a. be able to minimize the number of images rejected by the trademark office by ensuring that each image is in the proper format and meets required specifications.
- b. be able to utilize their existing HP digital senders within the organization as well as capture from users' email.
- c. be able to automatically clean up most images without the help of an in-house graphic artist.
- d. be able to review the image before it is sent to the intellectual property case management system for storage.
- e. be able to archive images into their intellectual property case management system based on a simple to use single button touch.

At a Glance:

Company: Gowling Lafleur Henderson LLP

URL: www.gowlings.com

Headquarters: 7 offices across Canada

Primary Business: Business Law, Advocacy, Intellectual Property

Founded: over 100 years ago

Main Phone: 519.576.6910

SOLUTION

Looking for an easy to use, scanning capture solution, Gowlings decided to utilize their existing HP digital senders and user email as a capture source and to use AutoStore as the server based workflow capture software. Using AutoStore, the administrator at Gowlings was able to create a workflow that consisted of:

1. Capturing images from their multiple digital senders and users' email to AutoStore.
2. Utilizing the professional image management module to clean up the image including deskew, despeckle, remove dots and trim edges.
3. Saving the documents into their intellectual property case management system.

Using the new "programmed solution", a Gowlings employee walks up to their digital sender, enters in a unique identifier that will determine the location that the trademark image will be stored and then scans the image. The image is processed on the server and the end user is notified when an image is available for review (they receive an intranet link to the image via email). They are then able to view the document to see if it needs any fine tuning, cleaning up, or cropping, which is not often needed. Once the final image is approved, it is submitted into the case management system where it is archived. Finally, the trademark application is submitted with the image at the Canadian Government's Canadian Intellectual Property Office website. Not only does this solution allow images to be saved in a consistent file format and archived in the company's case management system, but it also saves the end user significant time when trying to format and save these special trademark images.

"The AutoStore solution has become a key component in the process of efficiently registering trademarks on behalf of our clients," says Jason Mervyn, Manager of Project Development at Gowlings. "With our customized 'uniform imaging intake mechanism', we have improved efficiency, properly captured images for storage in our data warehouse, and greatly reduced the likelihood of image rejection upon submission to the trademark office."

RESULTS

- Reduced number of images being rejected by the Canadian Intellectual Property Office - they are now always in the correct format and size
- Reduced amount of time for work required by a graphic artist because the clean up is done automatically
- Images are easily found and available for use very quickly
- Increased usage of images as they are now available in documents and on extranet facilities
- Confidence that these images will be processed and stored properly
- Gained efficiency
- Streamlined the process because of consistency
- Cut back on human error
- Future enhancements include extending the AutoStore solution to other areas of law that Gowlings practices

Notable Solutions, Inc.
600 Jefferson Plaza, Suite 500
Rockville, MD 20852
USA