DIGITALIZING AN IP LAW FIRM

PUCHBERGER & PARTNER
PATENTANWÄLTE

HÜBSCHER & PARTNER
PATENT, TRADEMARK AND DESIGN ATTORNEYS

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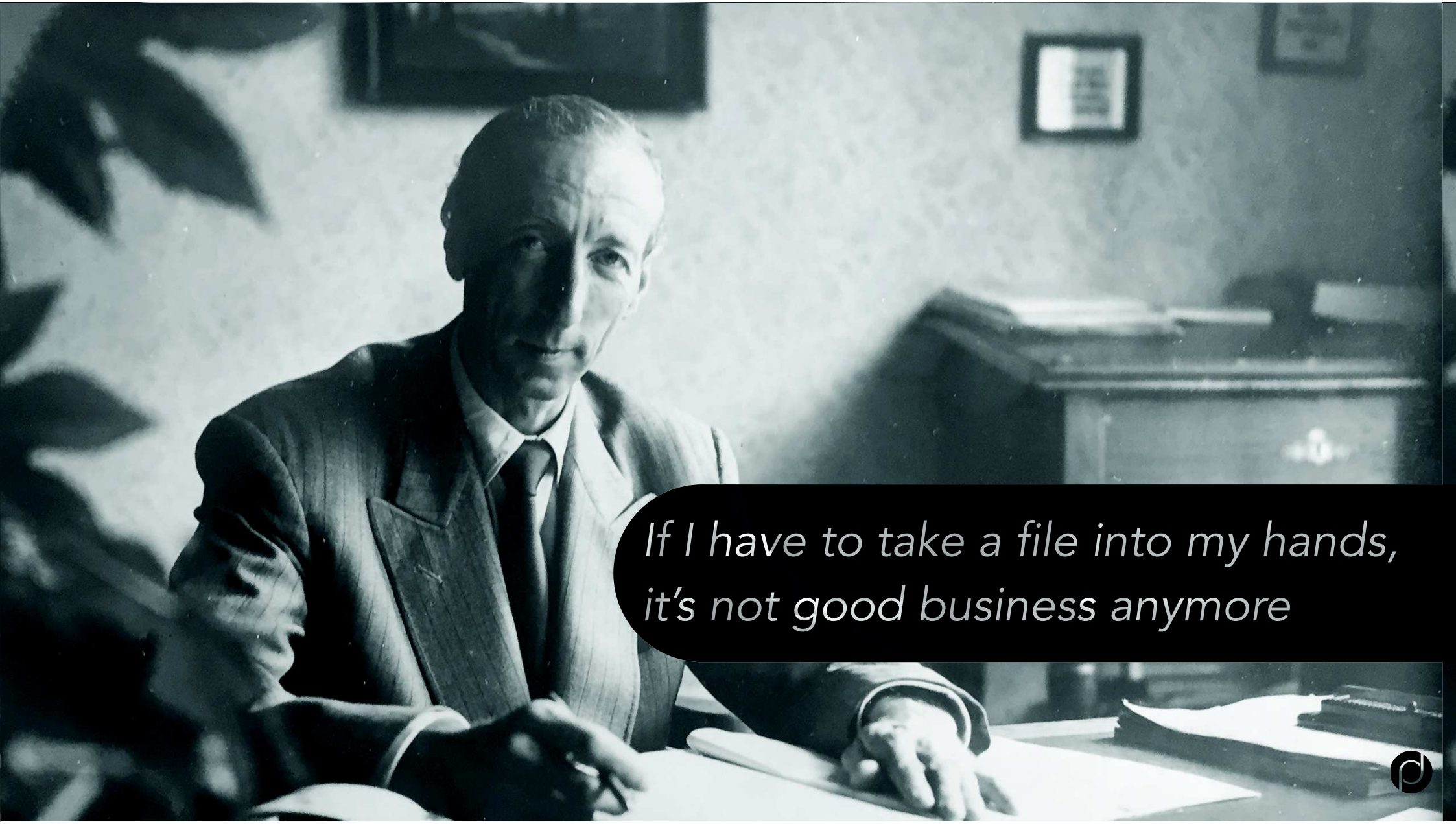
DIGITALIZING AN IP LAW FIRM

- Why is it so hard for IP law firms to define and digitalize workflows?

- What is the solution for this problem?

- What do airports and patent offices have in common?

- How do we all get free schnitzel?


If I have to take a file into my hands,
it's not good business anymore

Personal computers are no toys

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Get rid of physical files
and it will be good business again!
UNVEALING KNOWLEDGE

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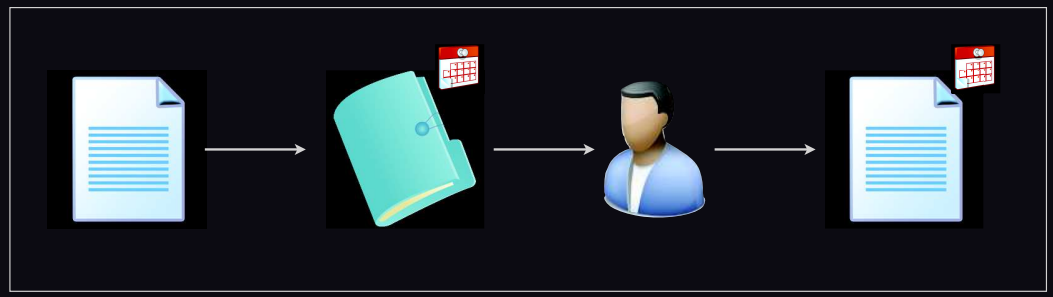
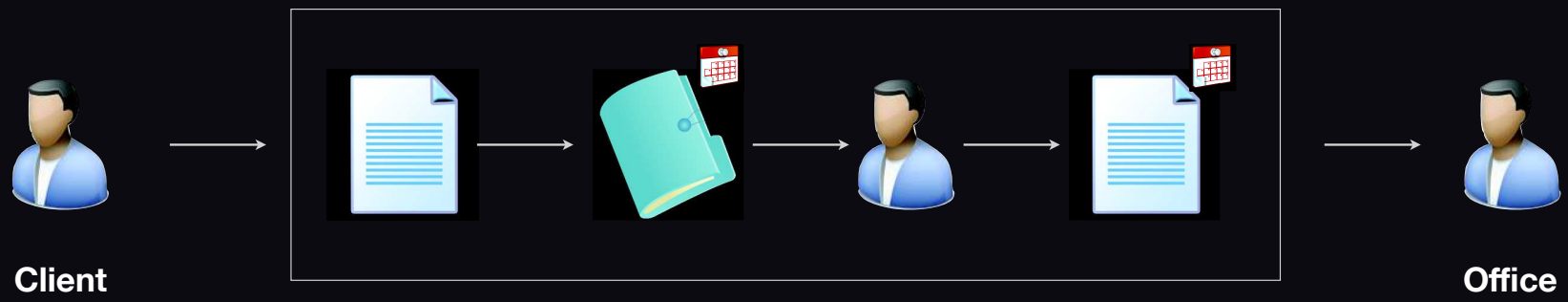
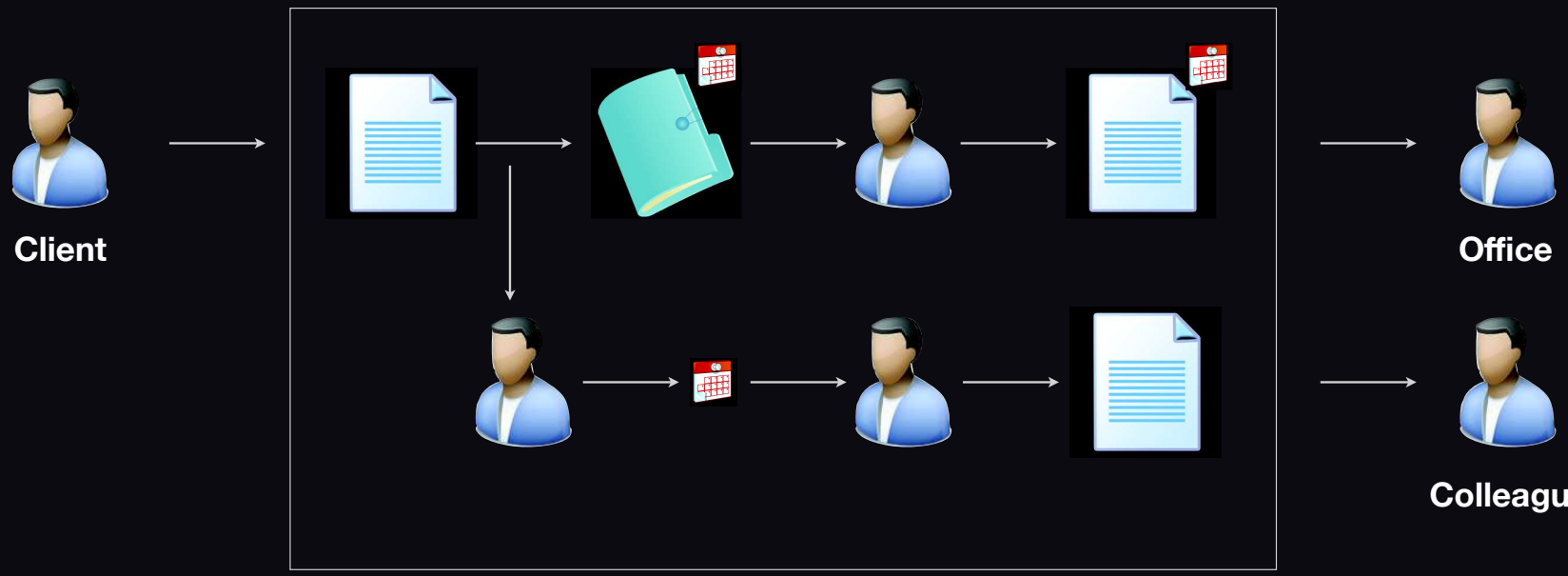
IP law firms are driven by time limits, cases and documents



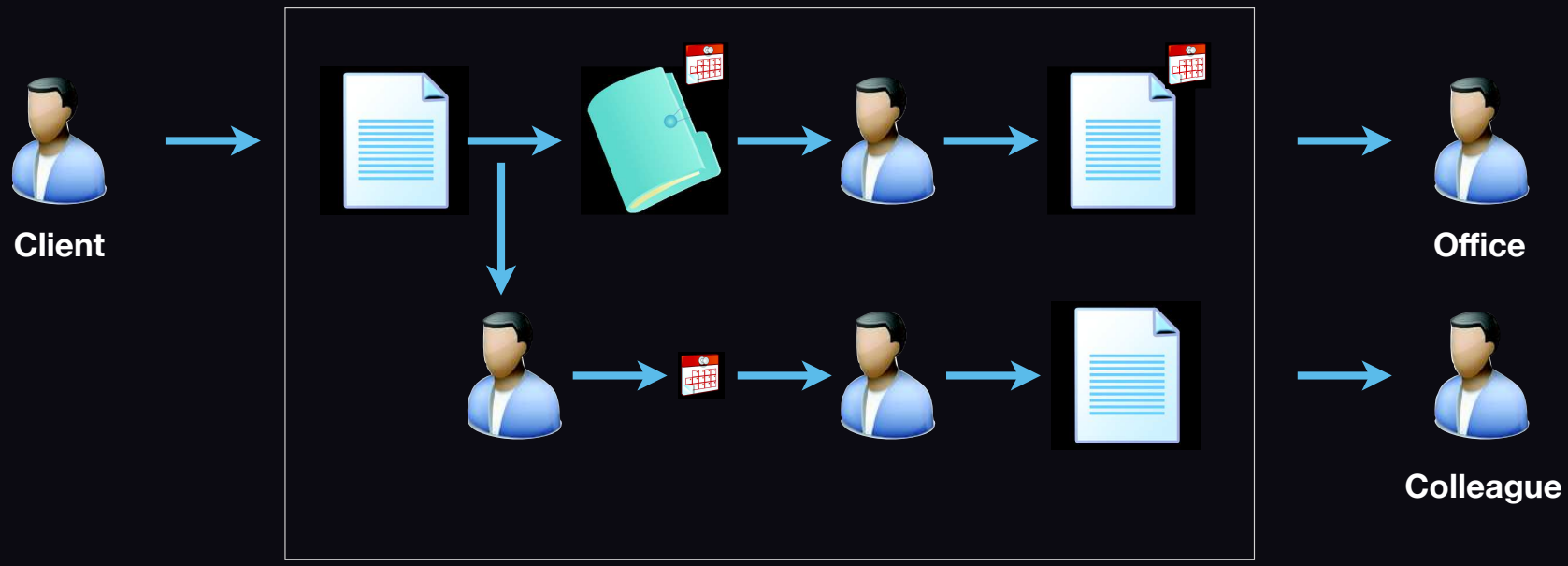
An incoming document gets assigned to one or more cases and triggers time limits



In internal as well as external communication, documents trigger actions.



Tasks are handed over by passing a case file, a document or a time limit, both in paper and electronically.



In fact, communication drives processes and triggers actions.

Digitalization requires a focus on
communication and processes,
not on getting rid of paper.

takes years
requires experts

different communication streams
high „noise“

Knowledge work
- per definition -
lacks a-priori known
processes as well as process items.

INFLUENCING FACTORS

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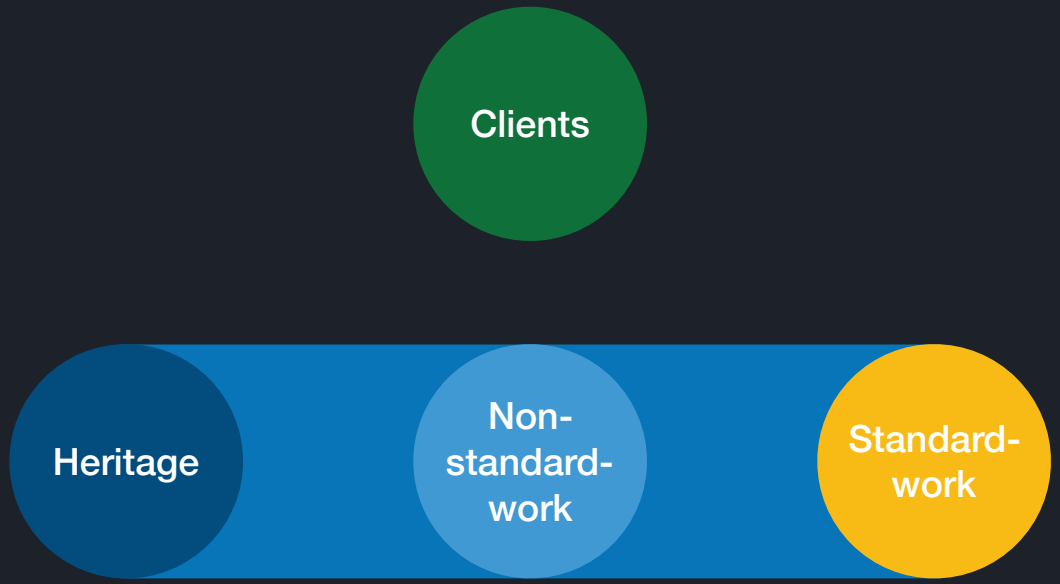
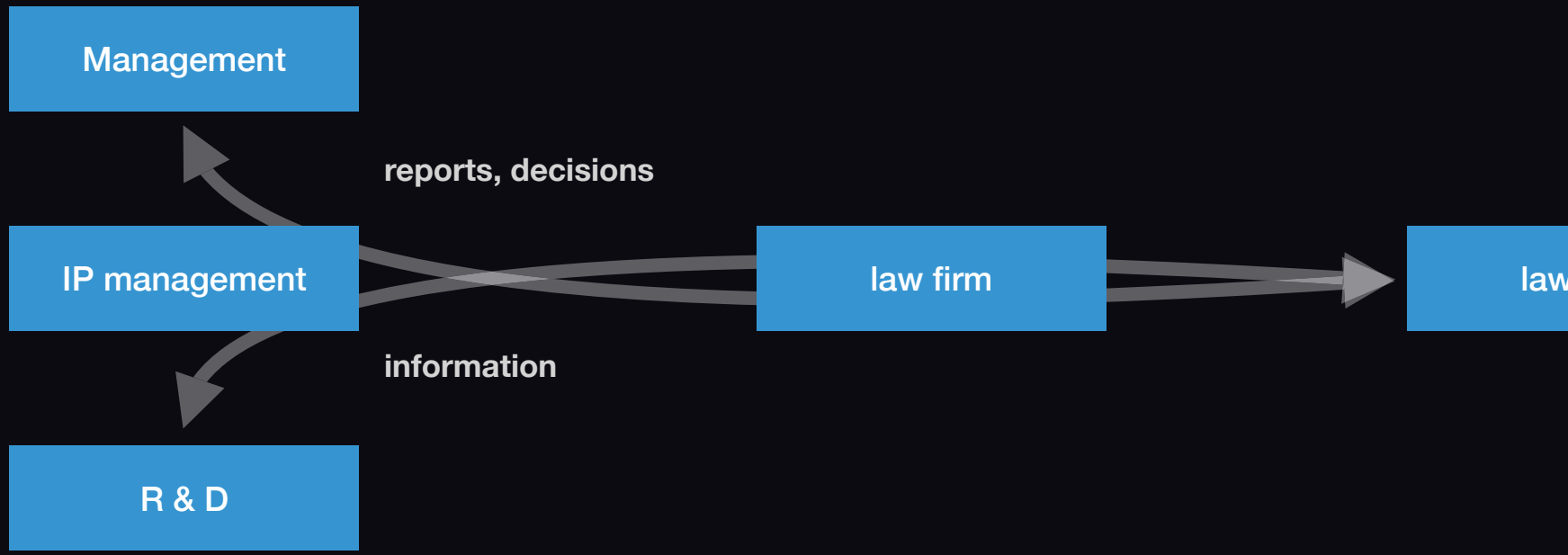


CLIENTS

- are driven by efficiency and by error avoidance
- define internal standard workflows
- define how to exchange information with external partners

CLIENTS


Management
reports, decisions
IP management
law firm
law
information
R & D

CLIENTS

- are driven by efficiency and by error avoidance
- define internal standard workflows
- define how to exchange information with external partners

- IP law firms are regarded as suppliers

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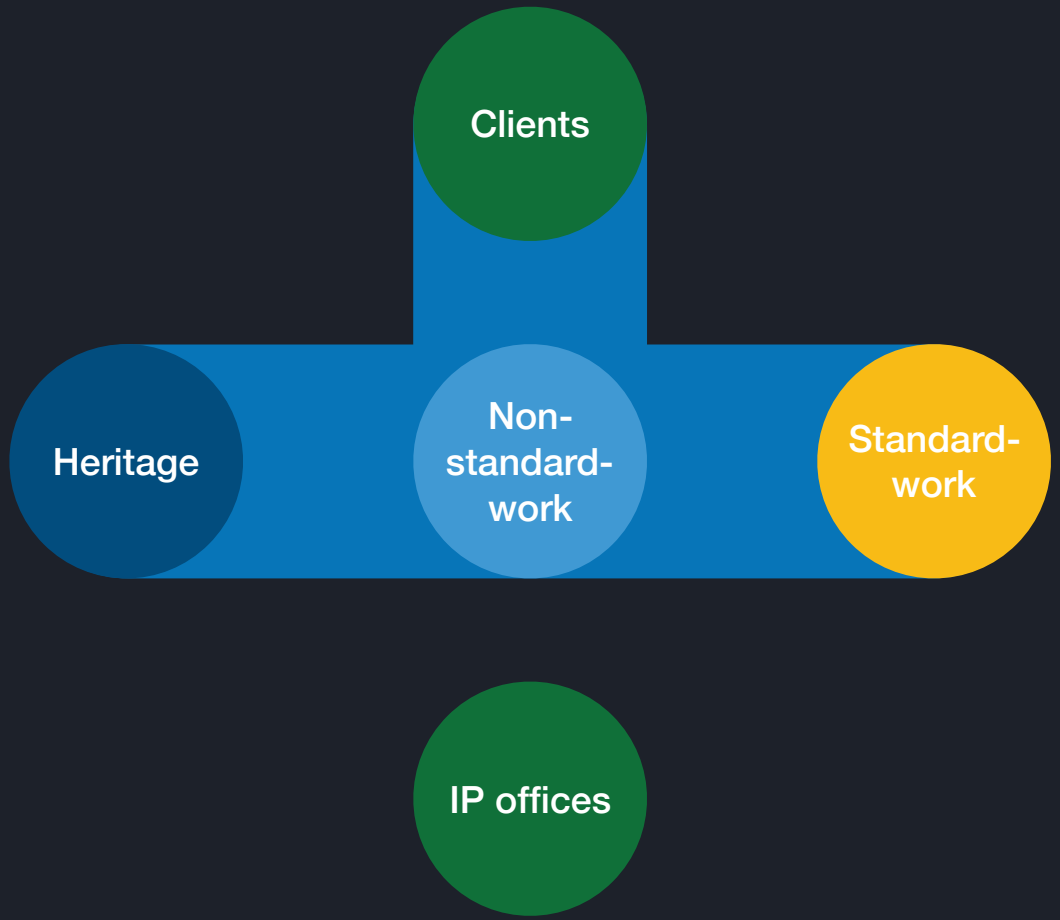


IP OFFICES

- are under certain pressure to deliver better quality in less time
- but unlike patent attorneys, offices have no real competitors

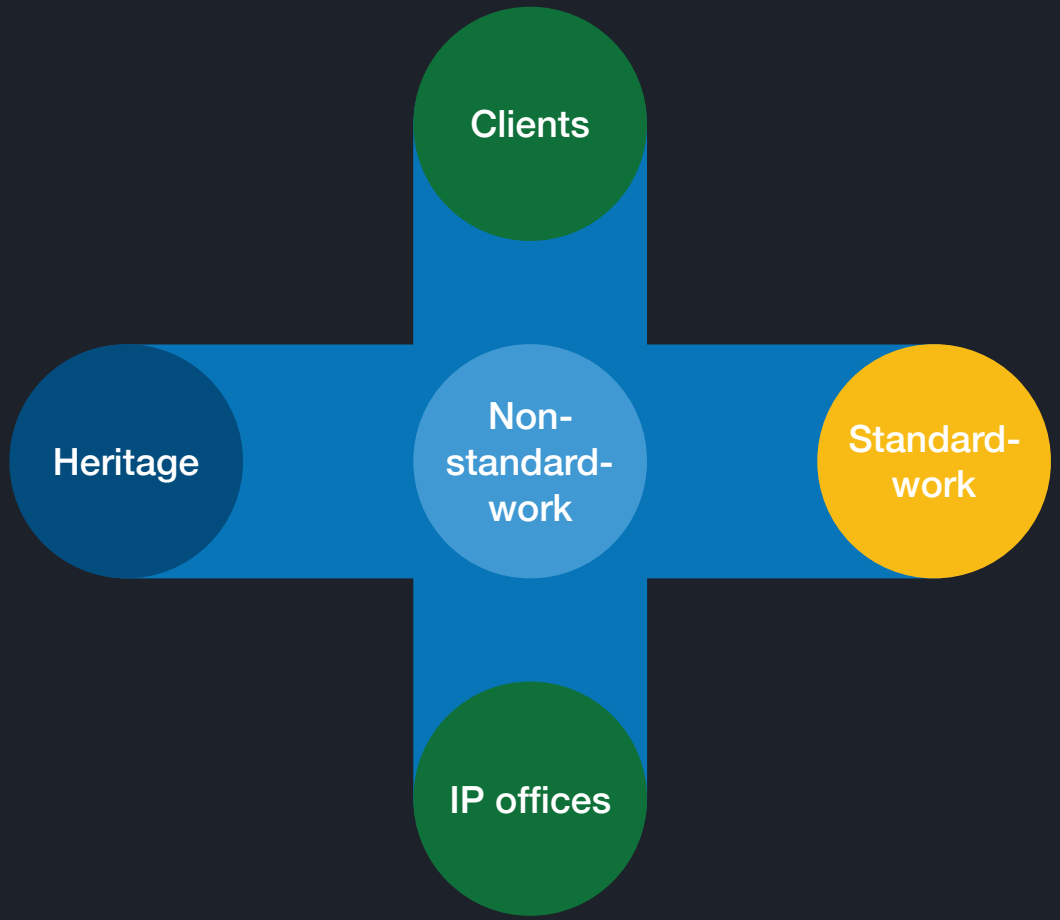
Lufthansa
Lufthansa
Lufthansa
Lufthansa
Quick
Check-in
swiss
STAR ALLIANCE
Austrian
Scandinavian Airlines
61
Miles & More
Kontoauszugsdrucker
Account Statement Printer
STAR ALLIANCE
Miles & More is the Frequent Flyer Programme of:
LUXAIR
SWISS

IP OFFICES

- are under certain pressure to deliver better quality in less time
- but unlike patent attorneys, offices have no real competitors

- offices define interfaces for exchanging information with customers
- trend to shift a part of the work to the customer

INFLUENCING FACTORS



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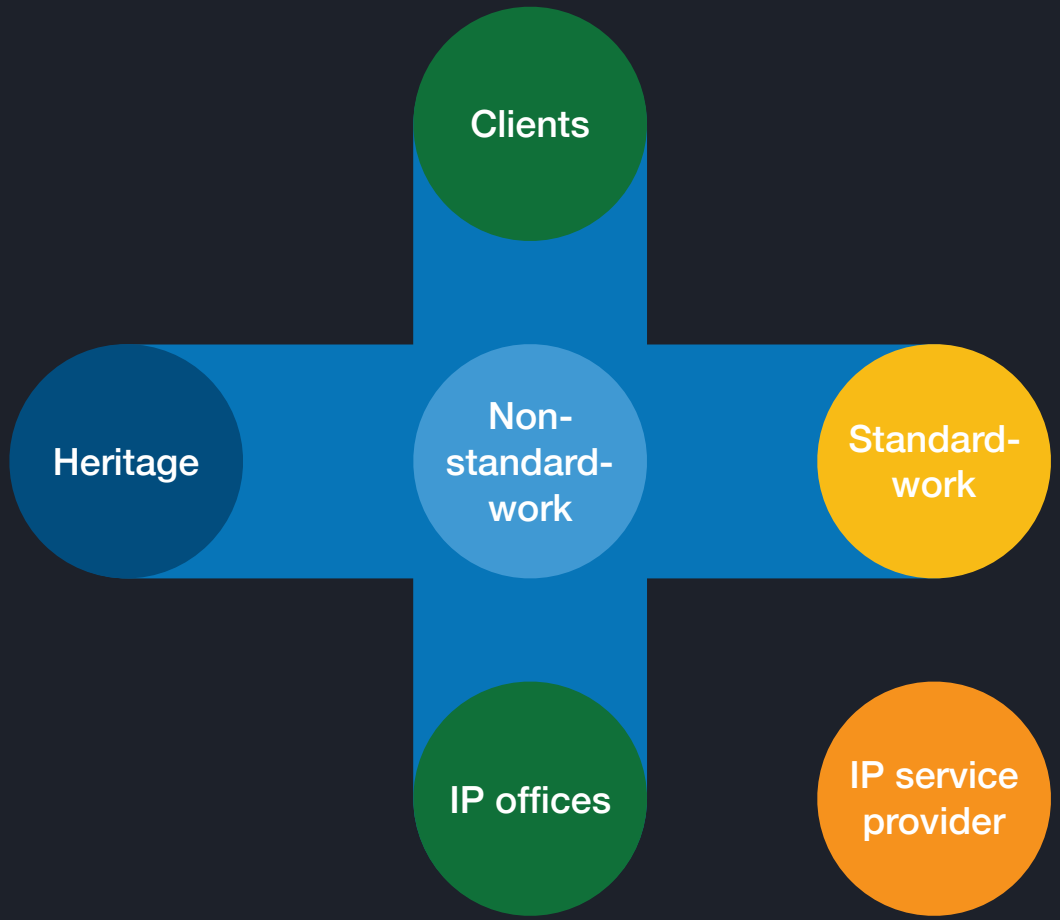
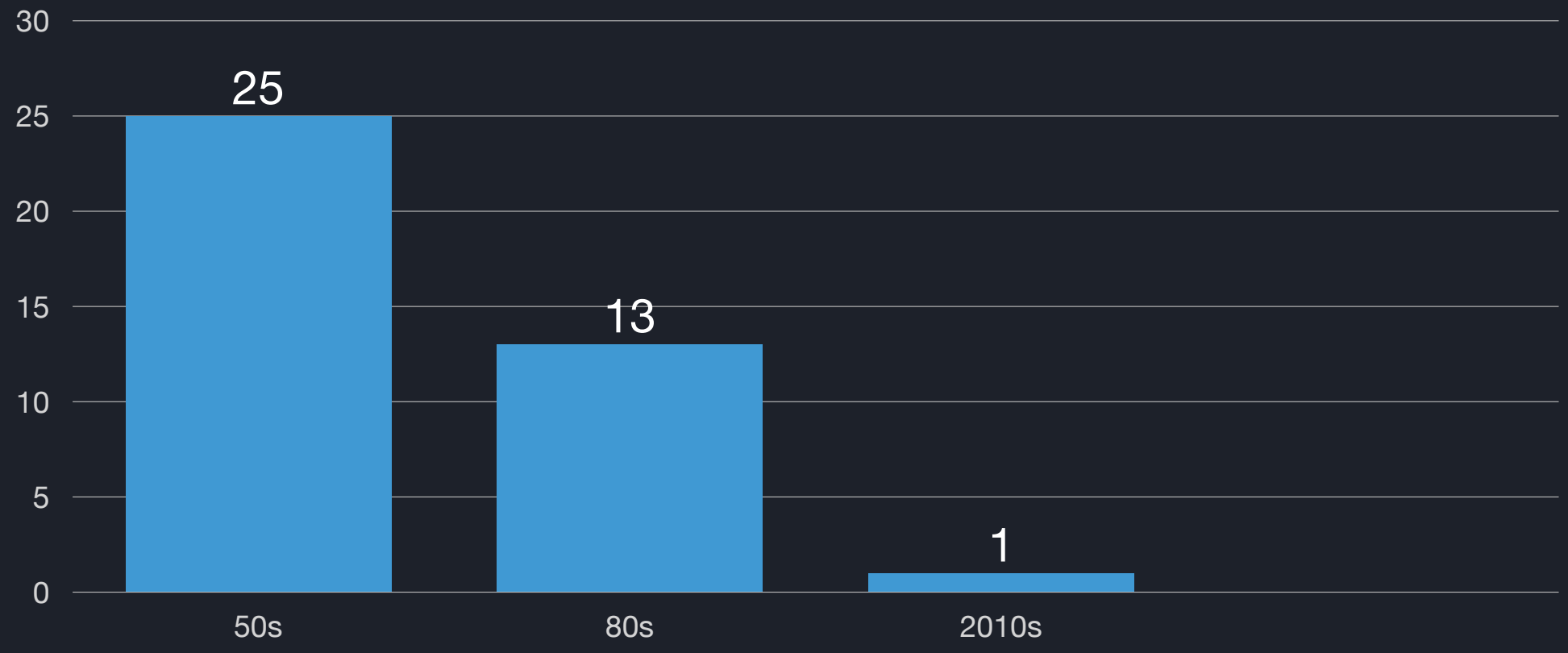


IP SERVICE PROVIDER

- automate everything that can be automated
- at a much lower price

MARKET PRICE OF A PATENT ANNUITY PAYMENT

MARKET PRICE OF A PATENT ANNUITY PAYMENT IN SCHNITZEL



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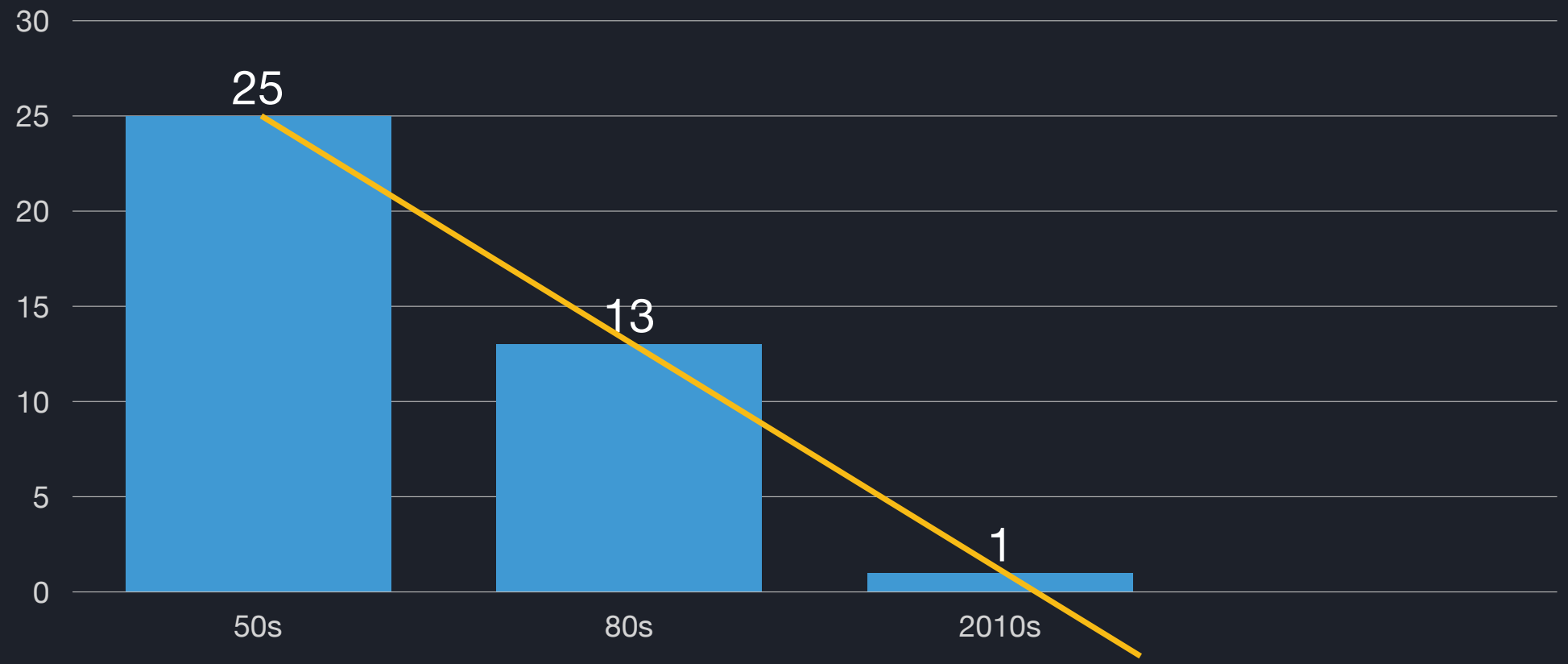

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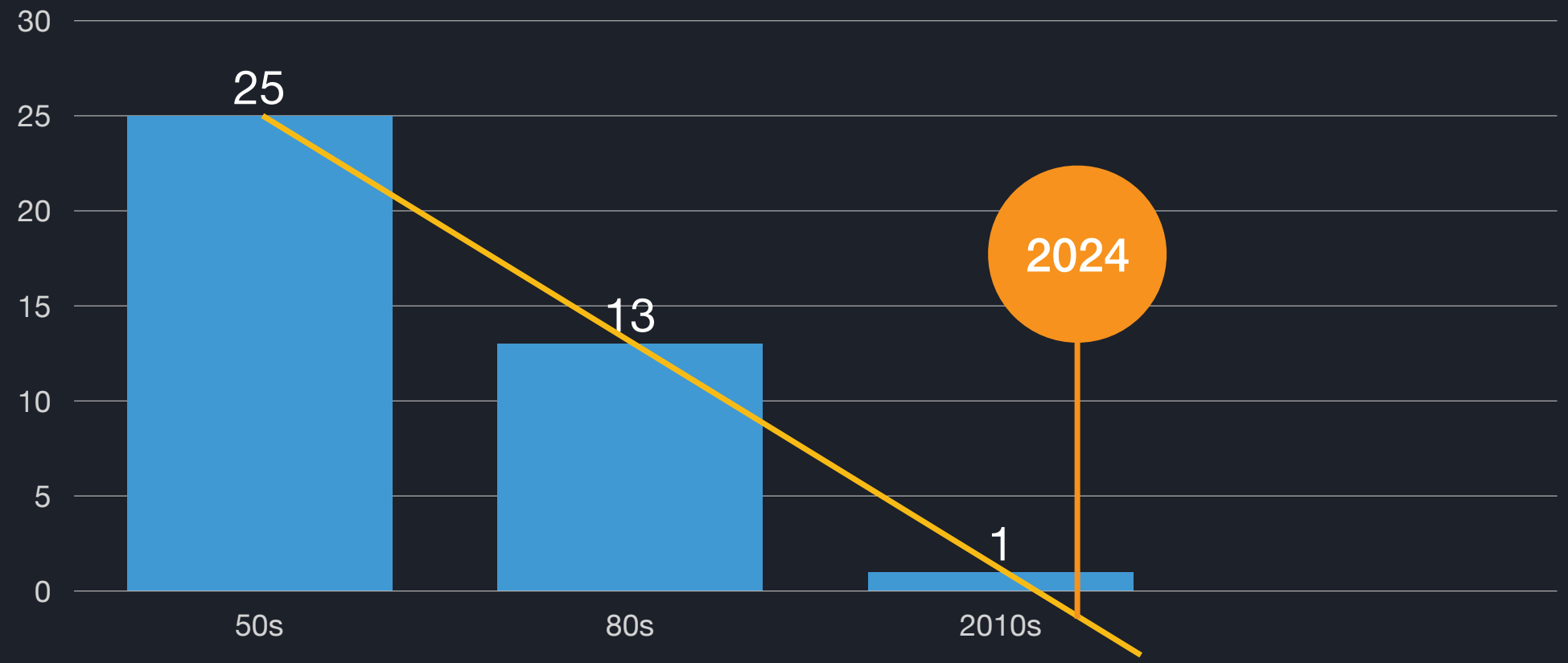

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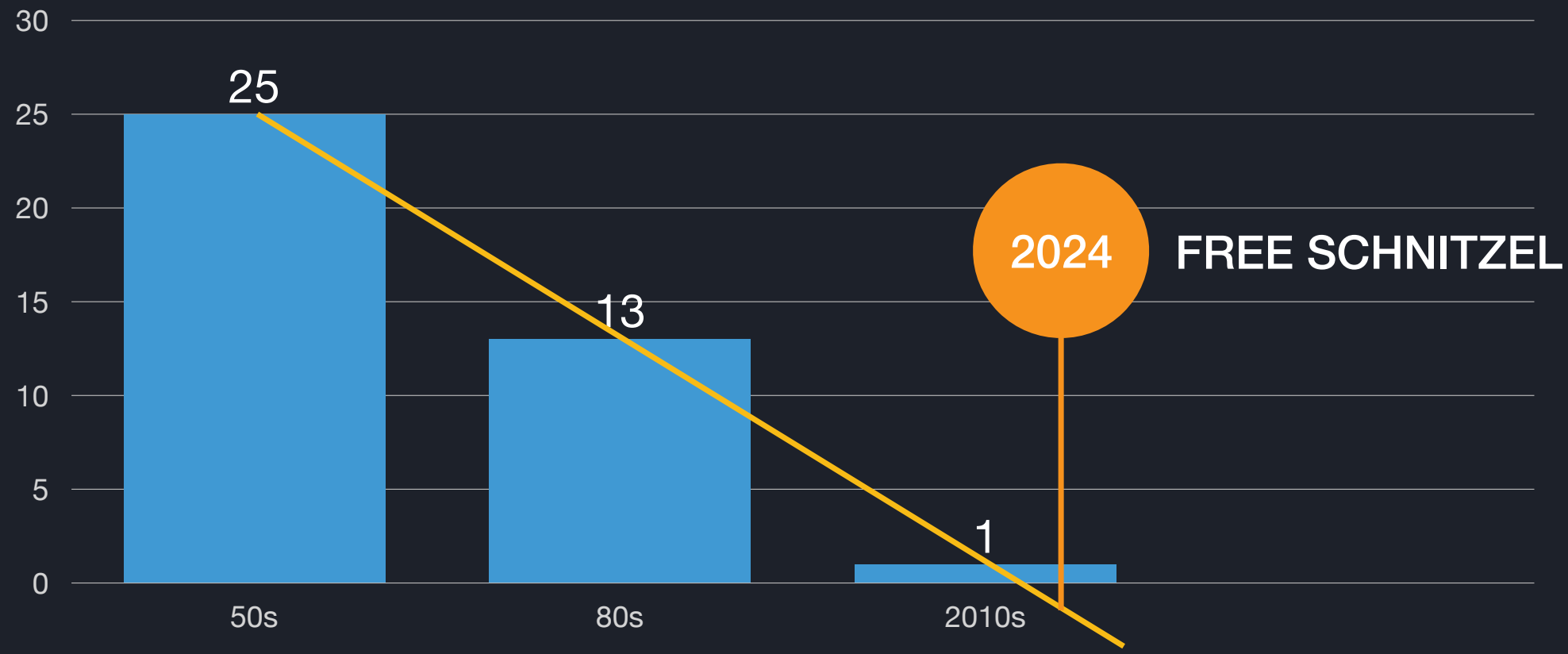


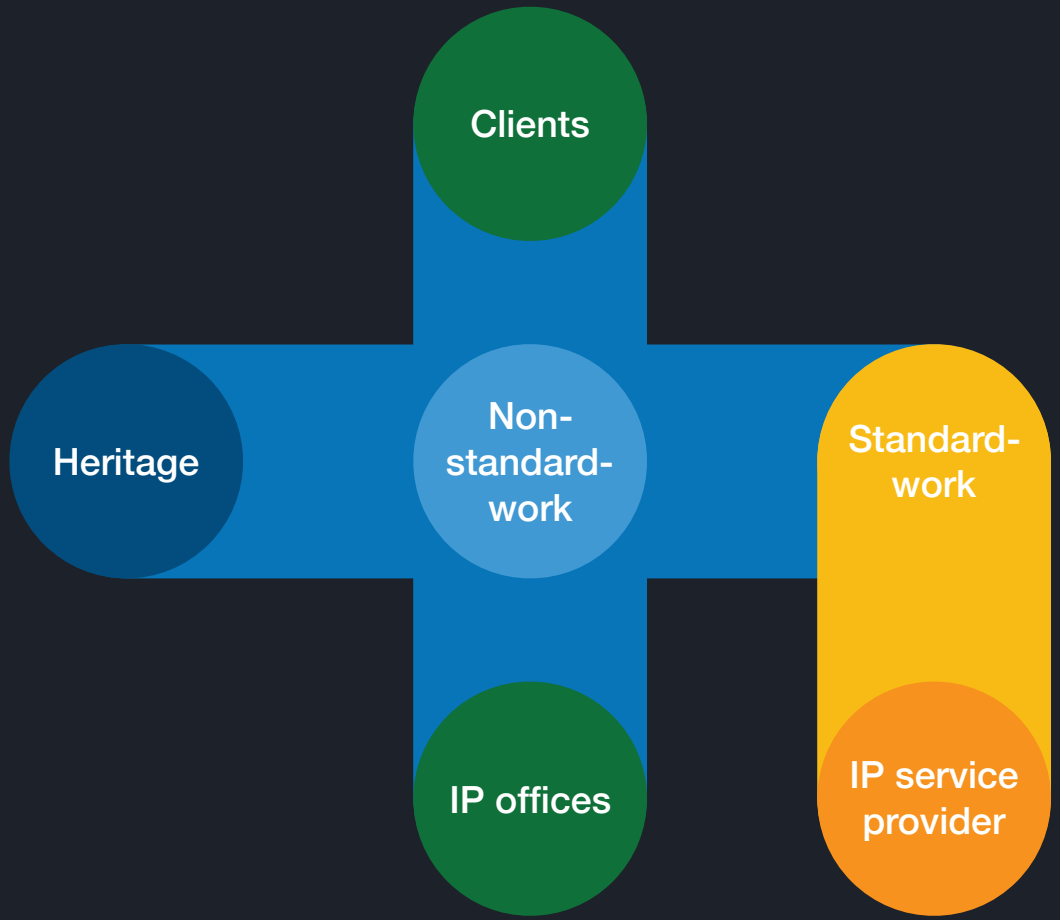
UNVEALING KNOWLEDGE

IP SERVICE PROVIDER

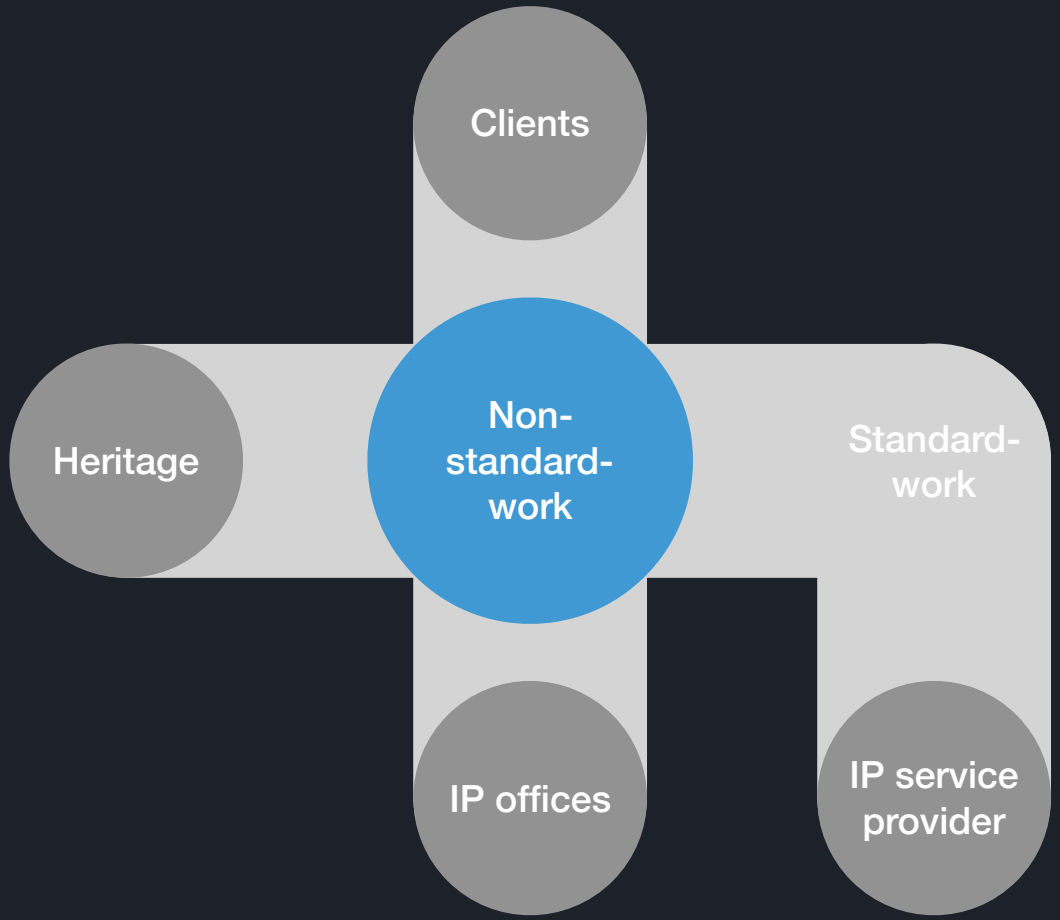
- automate everything that can be automated
- at a much lower price

- take away or at least devaluate standard work

INFLUENCING FACTORS



PROBLEM



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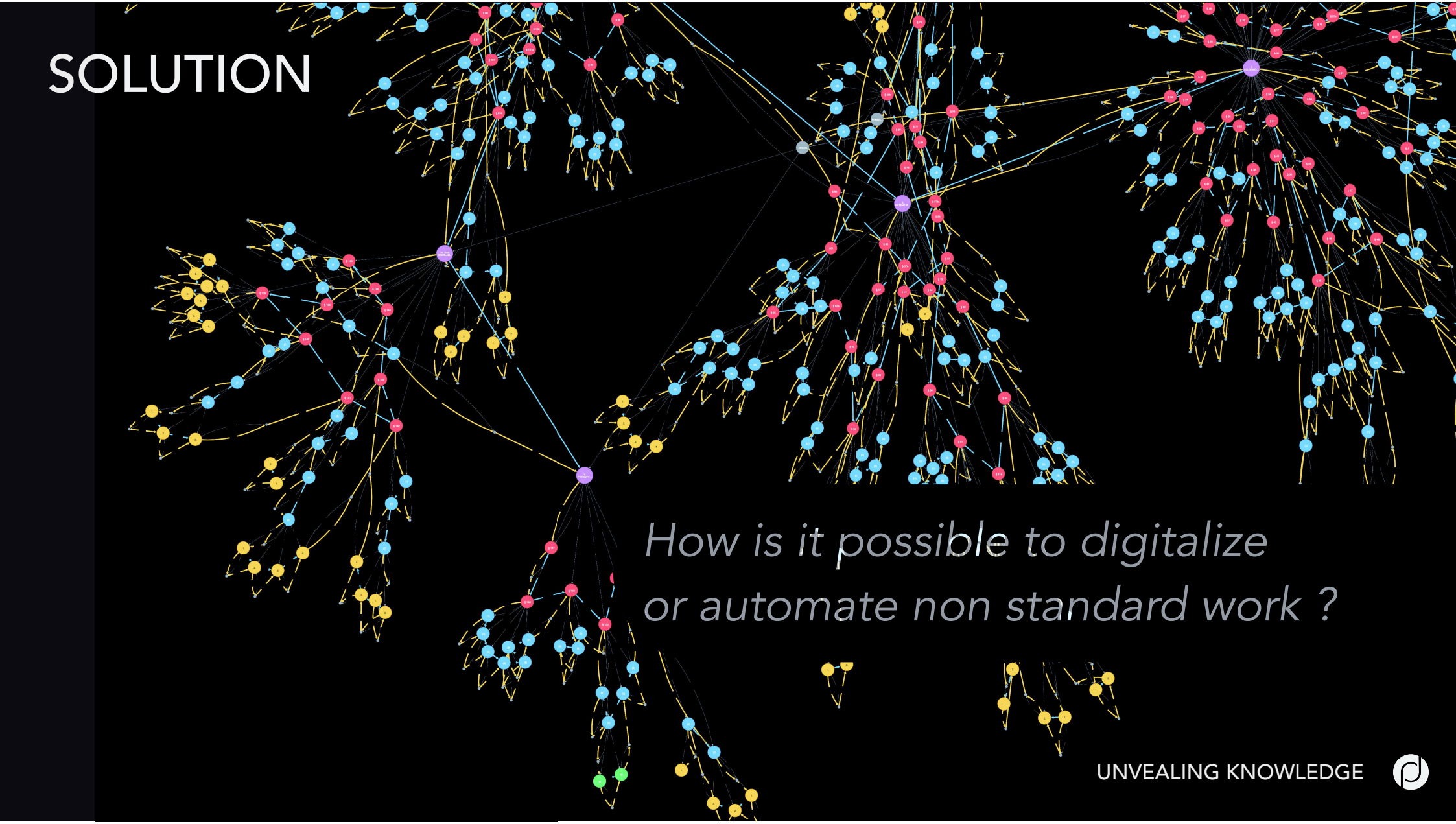
SOLUTION



How is it possible to digitalize or automate non standard work ?

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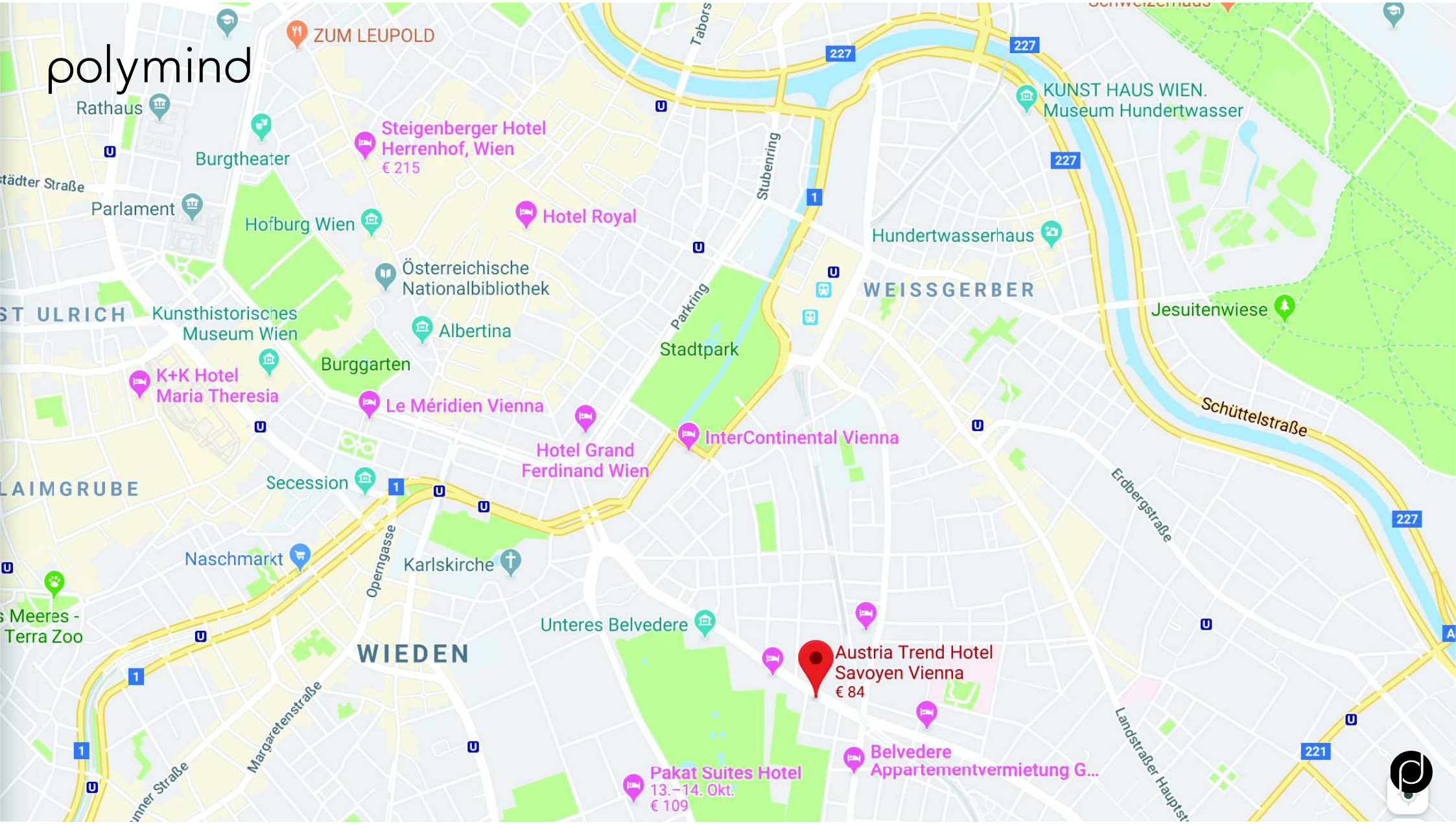
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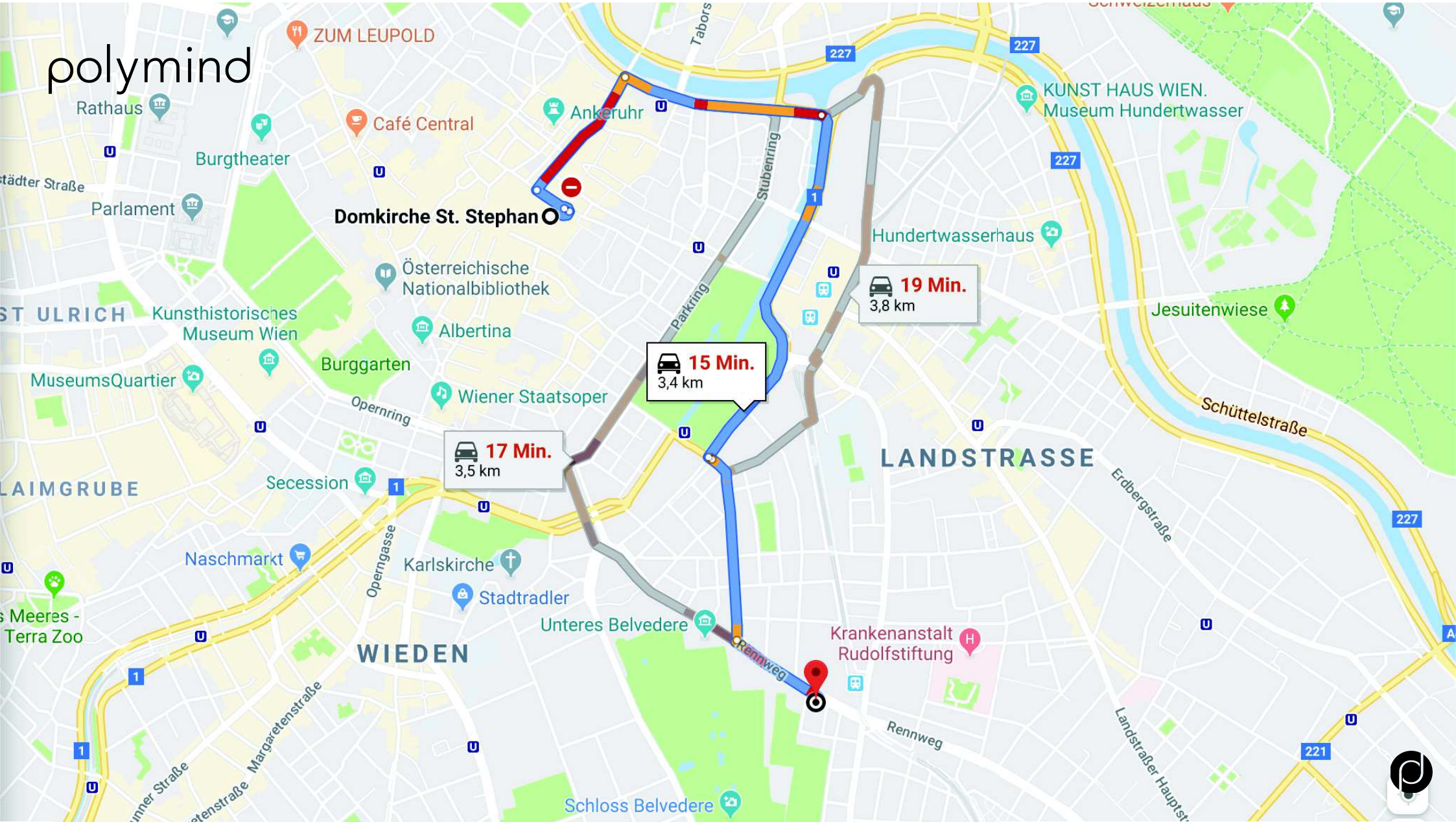
ZUM LEUPOLD
Rathaus
Burgtheater
Steigenberger Hotel
Herrenhof, Wien
€ 215
Parlament
Hofburg Wien
Hotel Royal
Österreichische
Nationalbibliothek
Kunsthistorisches
Museum Wien
Albertina
Burggarten
K+K Hotel
Maria Theresia
Le Méridien Vienna
Hotel Grand
Ferdinand Wien
InterContinental Vienna
Secession
Naschmarkt
Karlskirche
Unteres Belvedere
Austria Trend Hotel
Savoyen Vienna
€ 84
Pakat Suites Hotel
13.–14. Okt.
€ 109
Belvedere
Appartementvermietung G...
KUNST HAUS WIEN.
Museum Hundertwasser
Hundertwasserhaus
Jesuitenwiese
Stadtpark
Schüttelstraße
Erdbergstraße
Landstraßer Hauptstr
Stubenring
Parkring
Tabors
Operngasse
Margaretenstraße
WEISSGERBER
WIEDEN
LAIMGRUBE
ST ULRICH
Terra Zoo
227
221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ZUM LEUPOLD
Rathaus
Café Central
Ankeruhr
Burgtheater
Parlament
Domkirche St. Stephan
Österreichische Nationalbibliothek
Kunsthistorisches Museum Wien
Albertina
Burggarten
MuseumsQuartier
Wiener Staatsoper
Opernring
Secession
Naschmarkt
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Jesuitenwiese
Schüttelstraße
LANDSTRASSE
Erdbergstraße
Krankenanstalt Rudolfstiftung
Rennweg
Landstraßer Hauptstr
Operngasse
Margaretenstraße
19 Min.
3,8 km
15 Min.
3,4 km
17 Min.
3,5 km
227
221

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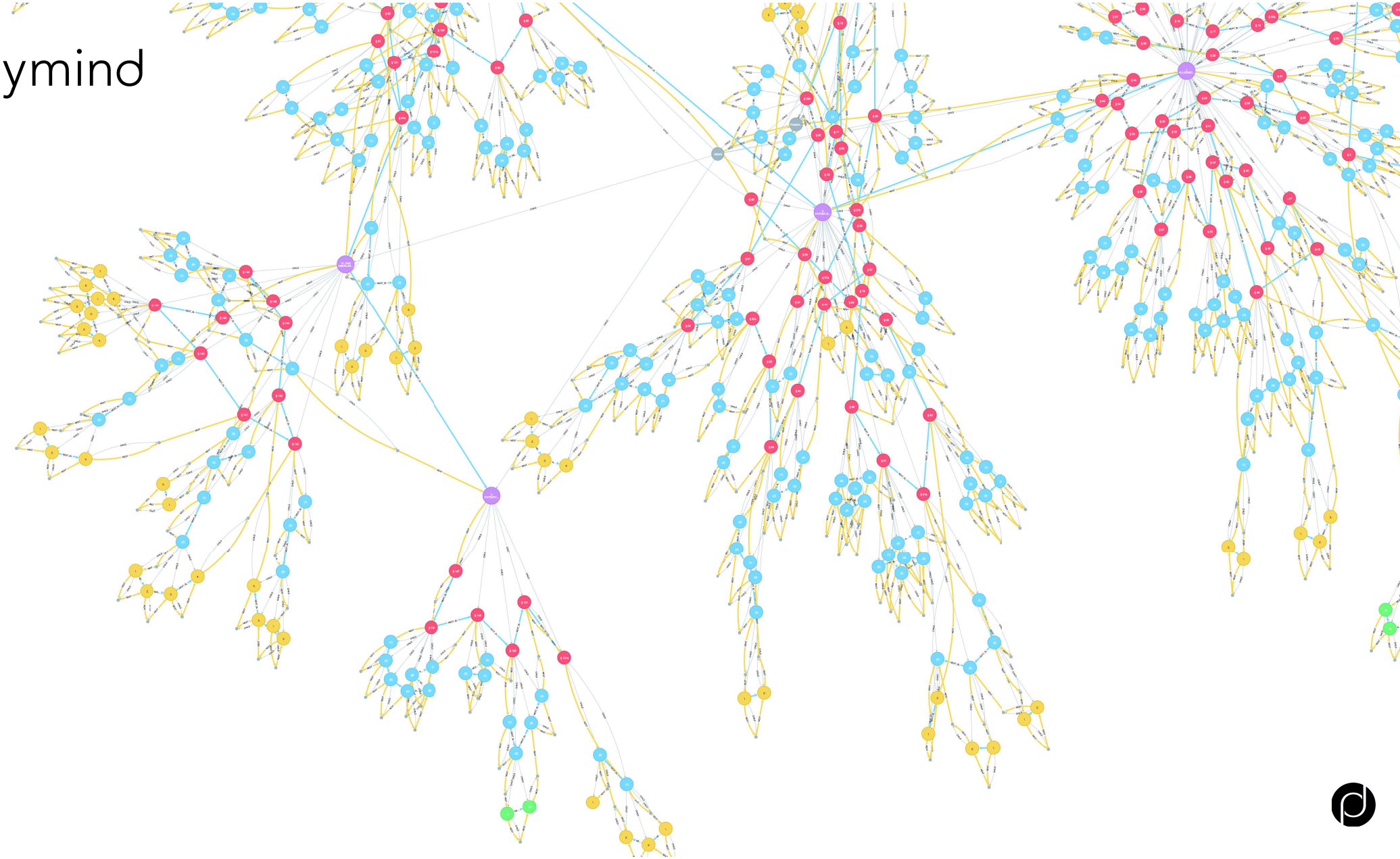

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UNVEALING KNOWLEDGE

LIVE PRESENTATION

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